

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 13, 1985

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	30.8	26,460
2	FAMILY TIES#	28.9	24,830
3	MURDER, SHE WROTE	24.2	20,790
4	NBC MONDAY NIGHT MOVIES#	23.8	20,440
5	CHEERS#	23.4	20,100
5	WHO'S THE BOSS?	23.4	20,100
7	DYNASTY	23.0	19,760
8	DALLAS	22.8	19,590
9	NBC SUNDAY NIGHT MOVIE#	22.6	19,410
10	HIGHWAY TO HEAVEN#	22.5	19,330
11	60 MINUTES	22.0	18,900
12	GOLDEN GIRLS#	21.8	18,730
13	MIAMI VICE#	21.0	18,040
14	ABC SUNDAY NIGHT MOVIE#	20.6	17,700
14	GROWING PAINS	20.6	17,700

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	24.0	53,810
2	FAMILY TIES#	22.6	50,660
3	WHO'S THE BOSS?	17.5	39,370
4	GROWING PAINS	15.4	34,650
5	GOLDEN GIRLS#	15.2	34,220
6	CHEERS#	15.2	34,110
7	HIGHWAY TO HEAVEN#	14.8	33,160
8	AMAZING STORIES#	14.7	33,000
9	DYNASTY	14.5	32,650
10	NBC MONDAY NIGHT MOVIES#	14.4	32,320
11	MURDER, SHE WROTE	14.4	32,210
12	NBC SUNDAY NIGHT MOVIE#	14.3	32,080
13	DALLAS	14.2	31,960
14	ABC SUNDAY NIGHT MOVIE#	14.2	31,930
15	A TEAM#	13.9	31,290

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES#	24.7	22,150
2	BILL COSBY SHOW	24.4	21,830
3	MURDER, SHE WROTE	21.2	19,010
4	DYNASTY	21.0	18,830
5	NBC MONDAY NIGHT MOVIES#	20.9	18,740
6	DALLAS	20.3	18,170
7	WHO'S THE BOSS?	19.5	17,440
8	HIGHWAY TO HEAVEN#	19.4	17,410
9	KNOTS LANDING	19.4	17,380
10	NBC SUNDAY NIGHT MOVIE#	19.1	17,110
11	KATE & ALLIE	17.9	16,030
12	CBS TUESDAY NIGHT MOVIES	17.8	15,900
12	NEWHART	17.8	15,900
14	ABC SUNDAY NIGHT MOVIE#	17.6	15,740
15	60 MINUTES	17.6	15,730

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	19.3	15,590
2	NFL MONDAY NIGHT FOOTBALL	17.5	14,160
3	NAT'L LEAGUE CHAMP GM 1(S)	16.9	13,620
4	FAMILY TIES#	16.6	13,450
5	NAT'L LEAGUE CHAMP GM 2(S)	16.2	13,120
6	60 MINUTES	15.9	12,860
7	ABC NFL FOOTBALL SPEC.(S)	15.9	12,830
8	NAT'L LEAGUE CHAMP GM 4(S)	15.1	12,230
9	AMER. LEAGUE CHAMP GM 1(S)	14.3	11,580
10	CHEERS#	13.7	11,100
11	NFL FOOTBALL GAME 2-NBC#	13.5	10,930
12	MIAMI VICE#	13.4	10,820
13	NAT'L LEAGUE CHAMP PRE 4(S)	13.4	10,810
14	AMAZING STORIES#	13.3	10,730
15	AMER. LEAGUE CHAMP GM 3(S)	13.2	10,680
16	A TEAM#	13.0	10,490
16	NBC MONDAY NIGHT MOVIES#	13.0	10,490
18	MURDER, SHE WROTE	13.0	10,470
19	ABC SUNDAY NIGHT MOVIE#	12.9	10,440
20	NBC SUNDAY NIGHT MOVIE#	12.6	10,180
21	AMER. LEAGUE CHAMP GM 4(S)	12.4	9,990
22	WHO'S THE BOSS?	12.3	9,900
23	ALFRED HITCHCOCK PRESENTS#	12.2	9,880

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 13, 1985

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES#	24.0	13,550
2	BILL COSBY SHOW	23.5	13,250
3	NBC MONDAY NIGHT MOVIES#	22.0	12,430
4	NBC SUNDAY NIGHT MOVIE#	20.4	11,540
5	DYNASTY	19.9	11,260
6	WHO'S THE BOSS?	19.6	11,050
7	MIAMI VICE#	19.5	11,040
8	KNOTS LANDING	18.6	10,510
9	ABC SUNDAY NIGHT MOVIE#	18.3	10,340
10	CHEERS#	18.1	10,200
11	MOONLIGHTING	17.7	9,980
12	GROWING PAINS	17.2	9,740
13	KATE & ALLIE	17.2	9,690
14	NEWHART	16.9	9,570
14	SIMON & SIMON	16.9	9,570

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE	33.1	9,080
2	HIGHWAY TO HEAVEN#	28.2	7,750
3	DALLAS	28.0	7,690
4	60 MINUTES	26.4	7,260
5	BILL COSBY SHOW	26.0	7,130
6	FAMILY TIES#	25.4	6,960
7	FALCON CREST	24.4	6,700
8	GOLDEN GIRLS#	23.4	6,430
9	CRAZY LIKE A FOX	23.4	6,410
10	DYNASTY	22.8	6,270
11	KNOTS LANDING	21.9	6,000
12	HOTEL	20.9	5,740
13	SCARECROW & MRS. KING	20.8	5,700
14	NBC MONDAY NIGHT MOVIES#	20.7	5,670
15	J. CARSON ANNIVERSARY SP.(S)	19.7	5,400
16	TRAPPER JOHN, M.D.	19.5	5,360

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	18.2	10,010
2	FAMILY TIES#	17.0	9,320
3	NFL MONDAY NIGHT FOOTBALL	16.5	9,070
4	AMAZING STORIES#	16.4	8,970
5	ABC NFL FOOTBALL SPEC.(S)	14.9	8,160
6	ALFRED HITCHCOCK PRESENTS#	14.9	8,150
7	CHEERS#	14.4	7,920
8	MIAMI VICE#	14.3	7,830
9	ABC SUNDAY NIGHT MOVIE#	13.0	7,130
10	NAT'L LEAGUE CHAMP GM 2(S)	12.9	7,050
11	NIGHT COURT#	12.8	7,040
12	MOONLIGHTING	12.8	7,020
12	NAT'L LEAGUE CHAMP GM 1(S)	12.8	7,020
14	60 MINUTES	12.7	6,970
15	WHO'S THE BOSS?	12.5	6,880
16	NBC SUNDAY NIGHT MOVIE#	12.3	6,760
17	TWILIGHT ZONE	11.9	6,500
18	NBC MONDAY NIGHT MOVIES#	11.8	6,340

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NAT'L LEAGUE CHAMP GM 1(S)	26.0	5,390
2	60 MINUTES	24.8	5,150
3	NAT'L LEAGUE CHAMP GM 2(S)	23.8	4,950
4	MURDER, SHE WROTE	22.8	4,730
5	NAT'L LEAGUE CHAMP GM 4(S)	22.6	4,700
6	AMER. LEAGUE CHAMP GM 3(S)	22.4	4,660
7	AMER. LEAGUE CHAMP GM 1(S)	22.4	4,650
8	BILL COSBY SHOW	22.3	4,620
9	AMER. LEAGUE CHAMP GM 4(S)	21.1	4,390
10	NAT'L LEAGUE CHAMP PRE 1(S)	20.2	4,200
11	HIGHWAY TO HEAVEN#	19.5	4,040
12	AMER. LEAGUE CHAMP GM 5(S)	19.4	4,030
13	NFL MONDAY NIGHT FOOTBALL	19.4	4,020
14	NAT'L LEAGUE CHAMP PRE 4(S)	18.5	3,840
15	AMER. LEAGUE CHAMP PRE 1(S)	18.3	3,790
16	DALLAS	18.2	3,770
17	FAMILY TIES#	16.7	3,460
18	A TEAM#	15.9	3,310
19	NFL FOOTBALL GAME 2-NBC#	15.8	3,280
20	CBS EVENING NEWS-RATHER	15.8	3,270
21	ABC NFL FOOTBALL SPEC.(S)	15.7	3,250
22	AMER. LEAGUE CHAMP PRE 3(S)	15.4	3,190
23	NBC MONDAY NIGHT MOVIES#	15.3	3,180
24	J. CARSON ANNIVERSARY SP.(S)	14.9	3,090

CONT'D

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 13, 1985

## NIELSEN AVERAGE AUDIENCE

**MEN 18-49**

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

**MEN 55+**

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	NFL FOOTBALL POST-NBC#	14.7	3,050
26	SCARECROW & MRS. KING	14.5	3,010
27	FALCON CREST	14.3	2,960
28	CRAZY LIKE A FOX	14.2	2,940

**NOTES**









### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PRGM TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11								
EVENING CONT'D														A	19.3	28	1658	1545	780	321	875	226	424	419	398	382	474	116	265	284	273	170	113	59^	83	52^
CRAZY LIKE A FOX-CONT'D														A	19.5	29	1675	1503	755	335	905	271	481	456	470	341	497	93^	257	295	334	177	68^	20^	33^	21^
9.30 - 10.00																																				
10.00 - 10.30																																				
DALLAS														A	22.8	36	1959	1631	866	355	928	279	478	473	418	393	501	196	269	263	182	193	79	49^	123	83
FRI. 9.00P 60 CBS GD 99 99														B	23.4	37	2010	1664	864	347	956	298	508	468	410	398	519	188	278	273	197	206	76	45	113	74
9.00 - 9.30														A	22.1	35	1898	1604	862	358	917	271	468	477	415	389	499	191	265	262	185	194	73	44^	115	78
9.30 - 10.00														A	23.5	38	2019	1656	869	351	936	287	484	470	417	396	505	200	274	265	184	191	85	55^	130	87
DIFFRENT STROKES														A	12.6	20	1082	2030	744	317	853	343	536	399	337	279	456	198	304	313	255	117^	232	167	489	365
FRI. 9.00P 30 ABC CS 99 98														B	10.8	17	928	1884	684	281	791	322	488	383	288	267	454	166	307	284	222	115	225	157	414	320
DYNASTY														A	23.0	34	1976	1652	860	361	954	344	570	523	420	318	440	182	281	259	177	124	143	91	115	64^
WED. 9.00P 60 ABC GD 99 99														B	24.7	37	2122	1697	876	394	968	355	601	541	428	311	485	197	300	276	183	133	151	97	113	71
9.00 - 9.30														A	22.1	33	1898	1673	865	360	955	342	568	520	419	320	443	182	282	261	181	124	150	98	125	71
9.30 - 10.00														A	23.8	36	2044	1632	857	361	953	343	572	527	423	316	435	182	279	259	170	124	138	85	106	58^
EQUALIZER														A	13.6	23	1168	1453	646	295	721	208	456	448	430	213	597	228	447	420	328	129	76^	21^	59^	59^
WED. 10.00P 60 CBS PD 99 99														B	14.9	25	1280	1593	659	287	750	239	473	438	404	228	647	254	458	401	326	164	112	42	84	65
10.00 - 10.30														A	13.3	21	1142	1434	649	303	721	206	453	452	428	213	571	225	421	398	301	132	87^	25^	55^	55^
10.30 - 11.00														A	13.8	24	1185	1478	649	284	727	213	463	445	433	214	625	252	473	444	353	130	63^	15^	63^	63^
FACTS OF LIFE														A	18.1	32	1555	1871	679	273	763	241	426	421	339	297	430	155^	279	262	204	138^	233	173	445	344
1 SAT. 8.30P 30 NBC CS 99														B	18.1	32	1555	1958	783	315	883	297	520	460	364	333	499	178	296	282	227	164	208	140	368	258

FALCON CREST				2	207	204	A 18.7	32	1606	1494	794	323	880	233	417	398	386	417	442	158	216	239	163	185	83^	48^	89	68^
FRI.	10.00P	60	CBS	GD	99	99	B 18.7	32	1606	1494	794	323	880	233	417	398	386	417	442	158	216	239	163	185	83	48	89	68
	10.00 - 10.30						A 18.9	32	1624	1515	799	318	882	238	414	389	379	424	449	164	223	245	160	187	85	47^	99	78^
	10.30 - 11.00						A 18.4	32	1581	1468	791	327	876	229	418	407	389	409	433	154	207	232	161	184	82^	49^	77^	58^
FALL GUY				3	204	194	A 7.9	12	679	1758	796	364	849	230	488	494	461	299	702	255	417	445	345	199^	62^	17	145^	128^
THU.	8.00P	60	ABC	A	99	98	B 7.8	12	670	1801	757	336	824	241	471	450	407	293	674	240	380	382	306	227	113	19	190	135
	8.00 - 8.30						A 6.8	10	584	1752	738	333	801	225^	445	440	446	298	720	251	403	455	343	233	51^	9^	180^	161^
	8.30 - 9.00						A 8.9	13	765	1769	846	392	892	236	526	541	474	301	688	260	428	437	347	171^	69^	17	120^	104^
FAMILY TIES				2	212		A 28.9	44	2483	2040	809	324	891	333	547	494	387	279	541	233	376	345	243	139	217	129	391	252
1 THU.	8.30P	30	NBC	CS	99		B 29.3	44	2517	2072	816	378	903	365	589	526	385	259	547	236	379	340	247	139	231	133	391	269
GEORGE BURNS	COMEDY			4	202	204	A 12.2	18	1048	1604	769	308	828	250	546	492	472	231	550	230	372	324	243	163	141	66^	85^	78^
WED.	9.30P	30	CBS	CS	99	99	B 12.4	19	1065	1749	771	318	842	272	541	483	437	259	632	275	444	388	274	170	150	70	125	99
GIMME A BREAK				3	201		A 15.8	29	1357	1920	648	266	716	219	355	368	298	313	473	164^	294	288	224	150^	244	179^	487	397
1 SAT.	8.00P	30	NBC	CS	99		B 15.6	29	1340	2003	757	308	843	274	460	418	339	349	543	196	319	313	233	174	237	153	380	276
GOLDEN GIRLS				3	202		A 21.8	37	1873	1827	751	248	826	254	438	433	367	344	473	170	313	307	227	144	181	114^	347	228
1 SAT.	9.00P	30	NBC	CS	99		B 21.1	36	1812	1824	791	300	872	266	465	441	376	363	526	161	290	284	259	194	157	108	269	196
GROWING PAINS				3	204	203	A 20.6	31	1770	1958	803	388	859	307	550	486	409	246	487	197	348	319	233	100	252	175	360	248
TUE.	8.30P	30	ABC	CS	99	99	B 19.9	30	1709	1877	795	361	856	301	533	482	398	257	496	194	340	317	247	115	216	141	309	213
HARDCASTLE & MCCORMICK				3	200	204	A 12.7	19	1091	1836	713	238	747	229	400	395	351	279	643	176	356	367	338	228	142	52^	304	240
MON.	8.00P	60	ABC	A	97	98	B 13.4	21	1151	1788	699	277	765	236	427	405	350	284	625	186	357	354	314	223	137	51	261	200
	8.00 - 8.30						A 12.4	19	1065	1787	714	218	750	221	395	386	358	293	654	182	370	372	336	234	114^	49^	269	214
	8.30 - 9.00						A 13.0	20	1117	1873	709	254	740	232	399	399	343	268	629	169	343	361	339	221	167	57^	337	262
HELL TOWN				3	199		A 13.7	21	1177	1427	632	290	782	205^	376	387	337	351	531	174^	270	265	248	219^	79^	45^	35^	18^
CONT'D																												

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1985 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0.000)	TOTAL PERSONS (2+)	LADY HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														TEENS (12-17)		CHILDREN (2-11)				
													TOTAL	18-34	WOMEN 18-25 25-34		35-64	55+	TOTAL	18-34	MEN 18-25 25-34		35-64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																	
NAT'L LEAGUE CHAMP PRE 1(S)						203			A 14.4	24	1237	1540	604	207	638	150	285	285	291	307	785	183	358	431	354	340	62	25	55	24			
2 WED. 8.00P 24 NBC SC						99																											
NAT'L LEAGUE CHAMP GM 1(S)						206			A 18.8	29	1615	1521	542	182	568	134	274	274	271	262	842	234	435	467	389	333	70	29	41	22			
2 WED. 8.24P 171 NBC SE						99																											
8.00 - 8.30									A 15.7	26	1349	1517	553	211	598	120	254	270	284	302	801	169	363	441	396	346	59	29	59	28			
8.30 - 9.00									A 18.4	29	1581	1554	533	190	566	112	232	257	270	283	841	224	417	468	376	339	90	44	57	27			
9.00 - 9.30									A 18.8	28	1615	1616	578	202	602	151	305	299	283	263	850	221	422	481	396	340	100	51	64	38			
9.30 - 10.00									A 19.0	28	1632	1569	583	200	593	135	311	304	303	254	860	233	434	482	398	346	77	41	39	21			
10.00 - 10.30									A 19.8	31	1701	1451	504	165	527	145	268	257	245	234	858	251	466	480	393	324	58	15	8	8			
10.30 - 11.00									A 18.9	30	1624	1474	516	169	553	140	258	253	240	272	851	252	459	457	400	327	47	8	23	13			
11.00 - 11.30									A 18.2	31	1563	1412	513	146	544	104	260	271	288	258	771	225	410	403	370	320	42	17	55	29			
NAT'L LEAGUE CHAMP GM 2(S)						205			A 18.6	30	1598	1532	534	165	561	160	294	291	235	239	821	291	441	431	313	309	83	34	67	45			
2 THU. 8.30P 155 NBC SE						99																											
& 11.11P 40																																	
8.30 - 9.00									A 19.6	31	1684	1620	633	226	643	224	352	303	238	254	687	223	348	327	260	287	132	70	158	142			
9.00 - 9.30									A 20.1	31	1727	1650	620	187	642	193	337	320	241	280	827	281	436	430	318	319	96	43	85	44			
9.30 - 10.00									A 20.6	31	1770	1663	563	184	585	163	294	308	224	264	890	316	473	464	350	321	102	49	86	28			
10.00 - 10.30									A 19.9	30	1709	1466	460	134	495	124	247	262	227	220	885	328	487	467	327	332	67	20	19	11			
10.30 - 11.00									A 19.2	30	1649	1457	456	149	495	125	272	284	245	195	896	328	503	477	336	337	49	14	17	17			
11.00 - 11.30									A 14.8	27	1271	1410	492	137	530	141	282	288	242	224	792	277	438	440	315	279	56	15	32	25			
11.30 - 12.00									A 13.4	28	1151	1303	478	94	486	117	253	253	244	208	711	266	374	408	265	255	62	12	44	44			
NAT'L LEAGUE CHAMP PRE 4(S)						205			A 13.1	22	1125	1901	621	219	692	227	424	367	292	247	960	319	506	521	447	340	107	40	142	127			
2 SUN. 8.00P 12 NBC SC						99																											
NAT'L LEAGUE CHAMP GM 4(S)						205			A 16.7	25	1435	1618	527	167	622	232	376	273	249	224	851	277	437	454	367	327	71	31	74	53			
2 SUN. 8.12P 175 NBC SE						99																											
8.00 - 8.30									A 15.3	25	1314	1873	627	177	729	304	474	322	258	242	925	318	474	481	390	354	75	30	144	129			
8.30 - 9.00									A 17.5	27	1503	1858	561	149	698	290	431	299	245	236	921	303	464	494	423	347	96	49	143	109			
9.00 - 9.30									A 17.9	27	1538	1655	529	170	626	267	392	278	221	207	864	288	457	467	379	326	71	35	94	61			
9.30 - 10.00									A 17.2	25	1477	1544	519	187	585	219	359	270	239	204	844	262	417	440	380	344	55	21	60	41			
10.00 - 10.30									A 16.3	24	1400	1496	503	164	582	184	327	265	265	233	805	247	410	432	346	313	78	30	31	17			
10.30 - 11.00									A 15.7	24	1349	1446	487	165	580	179	322	234	266	242	808	266	429	437	306	301	50	18	8	LT			
11.00 - 11.30									A 14.6	25	1254	1408	455	153	548	121	318	251	289	204	775	255	429	405	302	297	85	44	LT	LT			
NBC MONDAY NIGHT MOVIES						2			A 23.8	36	2044	1581	770	371	916	388	608	452	359	277	512	227	310	266	171	155	103	68	50	39			
2 MON. 9.00P 120 NBC FF						99			B 23.0	35	1976	1751	799	378	935	412	637	503	364	264	485	230	319	244	173	129	191	116	140	87			
9.00 - 9.30									A 22.0	32	1890	1664	815	392	950	404	631	470	361	284	511	240	313	284	153	143	125	92	78	63			
9.30 - 10.00									A 24.0	35	2062	1576	773	343	912	394	606	440	338	282	496	219	305	271	176	140	107	75	61	53			
10.00 - 10.30									A 24.8	37	2130	1567	739	363	886	381	586	430	346	268	546	248	333	280	185	162	95	63	40	31			
10.30 - 11.00									A 24.2	39	2079	1532	765	390	928	378	616	471	394	276	501	209	289	229	169	177	81	42	22	15			
NBC NEWS DIGEST-M-F						10	148	185	A 14.4	23	1237	1767	696	260	769	246	417	380	331	304	629	198	336	348	287	235	134	76	235	162			
1 M-TH 8.58P 1 NBC N						76	92	B 14.4	23	1237	1767	696	260	769	246	417	380	331	304	629	198	336	348	287	235	134	76	235	162				
1 FRI. 9.02P 1																																	
2 MON. 8.58P 1																																	
2 TUE. 8.09P 1																																	
2 W & F 8.10P 1																																	
2 THU. 8.30P 1																																	
NBC NEWS DIGEST-2-M-F						3	160	A 11.4	17	979	1754	741	321	858	240	479	446	416	321	556	167	334	341	305	173	163	83	177	122				
1 MON. 10.01P 1 NBC N						83		B 11.4	17	979	1754	741	321	858	240	479	446	416	321	556	167	334	341	305	173	163	83	177	122				
CONT'D																																	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1985 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION														
WK # DAY START TIME DUR NET TYPE										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
T/C THIS SEASON										TEENS (12-17) CHILDREN (2-11)														
NO. OF STATIONS & PROGRAM COVERAGE										WOMEN														
K E Y										TOTAL														
AVERAGE AUD. SHARE % (0.000)										TOTAL														
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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.								
EVENING CONT'D																																			
NFL MONDAY NIGHT F-CONT'D																																			
2 MON. 9.00P 189																																			
9.00 - 9.30														A 17.4	26	1495	1641	444	173	497	164	285	268	220	185	919	333	593	604	460	249	112	50A	113	62A
9.30 - 10.00														A 19.1	28	1641	1609	448	168	488	147	270	259	230	189	932	329	594	591	466	270	93	47A	96	48A
10.00 - 10.30														A 19.4	29	1666	1538	421	151	452	143	252	241	212	171	934	338	600	585	459	274	59A	30A	93	59A
10.30 - 11.00														A 18.1	28	1555	1501	413	174	441	121	235	231	225	173	915	345	593	574	440	256	40A	28A	105	63A
11.00 - 11.30														A 17.2	30	1477	1471	356	147	394	122	204	178	204	165	942	358	606	599	479	258	60A	36A	75A	60A
11.30 - 12.00														A 16.6	35	1426	1435	332	126	369	116	182	161	178	171	916	334	587	561	471	264	59A	51A	91A	58A
12.00 - 12.30														A 16.2	39	1392	1303	314	159A	314	57A	143A	164A	219	137A	850	284	510	535	448	254	63A	63A	76A	76A
NIGHT COURT 2 203																																			
1 THU. 9.30P 30 NBC CS 99														A 20.4	30	1752	1592	696	303	763	338	521	423	288	217	549	250	401	368	250	124A	185	99A	95A	47A
														B 21.7	32	1864	1746	773	367	839	371	577	491	332	230	597	264	438	402	270	134	181	97	129	73
OUR FAMILY HONOR 4 210 210																																			
TUE. 10.00P 60 ABC GD 99 99														A 11.0	18	945	1710	771	337	855	263	535	515	500	229	647	207	421	404	339	173	125A	16V	83A	53A
10.00 - 10.30														B 12.8	21	1100	1589	748	382	859	299	530	498	432	248	599	173	367	372	337	189	60	8	71	36
10.30 - 11.00														A 11.4	18	979	1749	785	361	868	291	551	523	484	219	656	223	432	392	328	178	136A	23V	89A	57A
														A 10.7	18	919	1639	745	302	826	232	507	495	504	239	631	192	405	411	344	165	105A	5V	77A	45A
PUNKY BREWSTER 4 157 176																																			
1 SUN. 7.05P 25 NBC CS 88 91														A 8.1	14	696	2095	621	287	668	217	414	365	304	249	708	273	457	482	322	192A	185A	112A	53A	343
2 SUN. 7.06P 24														B 8.8	15	756	2266	730	239	800	270	537	460	383	231	700	276								

FOR EXPLANATION OF SYMBOLS, SEE PAGE A



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1985 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																								
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.											TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 8-11											
								Avg. Aud. Share %	Avg. Aud. (0,000)			WOMEN					MEN																	
												TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+											
LATE FRINGE CONT'D																																		
ABC NEWS:NIGHTLINE-CONT'D																																		
1	MON.	1.07A	30	ABC N		97 97	B	5.0	24	430	1081	363	89	416	142	246	165	168	151	665	284	446	402	251	195	LT LT	LT LT							
2	MON.	12.28A	42																															
		12.30 - 1.00					A	5.9	26	507	1199	320^	48v	365^	120v	203^	83v	156^	162^	834	303^	564	522^	330^	233^	LT LT	LT LT							
		1.00 - 1.30					A	4.3	23	369	949	385	119^	442	152^	287^	260^	198^	108^	507	277^	334^	290^	162^	163^	LT LT	LT LT							
		1.30 - 2.00					A	3.8	23	326	926	515^	203v	607^	218^	328^	236^	110v	279^	319^	208v	208v	138v	111v	111v	LT LT	LT LT							
ABC NEWS:NIGHTLINE																																		
1	TUWF	11.30P	30	ABC N		97 97	B	5.9	16	507	1252	648	193	704	130	293	346	378	310	516	104^	250	284	309	211	24v LT	LT LT							
1	THU.	11.30P	31				B	5.9	16	507	1252	648	193	704	130	293	346	378	310	516	104	250	284	309	211	24 LT	LT LT							
2	TU&TH	11.30P	30																															
2	WED.	11.30P	37																															
2	FRI.	11.30P	31																															
		11.30 - 12.00					A	6.0	16	515	1245	637	188	698	132	291	341	371	308	513	106^	251	285	306	206	26v LT	LT LT							
		12.00 - 12.30					A	5.3	19	455	1435	896	384^	896	39v	379^	536^	719	360^	539^	LT	263^	263^	451^	276^	LT LT	LT LT							
ABC NEWS:NIGHTLINE TUE(B)																																		
1	TUE.	12.00M	11	ABC N		98	A	3.0	11	258	926^	484^	171v	542^	97v	182v	151v	112v	333^	384^	71v	202v	202v	313^	182v	LT LT	LT LT							
ABC NEWS:NIGHTLINE-TH(B)																																		
2	THU.	12.00M	14	ABC N		98	A	7.7	24	661	1290	618	142^	618	120^	120^	198^	304^	300^	672	168^	436	466	369^	206^	LT LT	LT LT							
ABC WEEKEND REPORT-SAT.																																		
	SAT.	11.30P	15	ABC N		85 85	A	2.8	7	241	1041	539^	245^	659	228^	436^	299^	336^	223^	341^	LT	141v	216^	303^	108v	LT LT	41v 41v							
							B	2.8	7	241	1041	539	245	659	228	436	299	336	223	341	LT	141	216	303	108	LT LT	41 41							
ABC WEEKEND REPORT-SUN.																																		
1	SUN.	12.53A	15	ABC N		85 89	A	3.5	17	301	1193	576	153^	622	127^	300^	309^	303^	283^	456	110v	210^	237^	223^	179^	92v 66v	23v 23v							
2	SUN.	11.30P	15				B	3.5	17	301	1193	576	153	622	127	300	309	303	283	456	110	210	237	223	179	92 66	23 23							
CBS LATE NIGHT I																																		
1	MTUF	11.30P	67	CBS FF		88 89	A	5.2	17	447	1172	565	216	666	262	427	333	315	197	452	164	270	215	219	159	45^ 20v	LT LT							
1	WED.	11.30P	64				B	5.3	17	455	1224	580	219	690	253	425	335	328	225	474	168	280	231	227	172	45 20	15 12							
		11.30P	64																															
		11.30P	66																															
2	M & TU	11.30P	67																															
2	WED.	11.30P	65																															
2	FRI.	11.30P	68																															
		11.30 - 12.00					A	5.6	16	481	1202	563	193	655	258	425	327	310	193	461	153	264	225	226	171	62^ 35^	24v 21v							
		12.00 - 12.30					A	5.0	18	430	1172	569	247	692	280	447	348	315	199	451	181	286	214	217	142^	29v 11v	LT LT							
		12.30 - 1.00					A	4.5	20	387	1088	533	274	646	212	387	330	354	209	403	150^	248	194	199	140^	39v 18v	LT LT							
CBS LATE NIGHT II																																		
1	MON.	12.37A	45	CBS FF		88 89	A	3.2	17	275	1084	473	294	597	189^	393	340	331	167^	469	189^	338	237^	244	127^	18v LT	LT LT							
1	TUE.	12.37A	47				B	3.4	19	292	1046	458	261	576	164	364	304	324	184	446	180	318	234	222	123	24 LT	LT LT							
1	WED.	12.34A	52																															
1	THU.	12.36A	51																															
1	FRI.	12.37A	48																															
2	MON.	12.37A	51																															
2	TUE.	12.37A	50																															
2	WED.	12.35A	49																															
2	THU.	12.36A	45																															
2	FRI.	12.38A	52																															
		12.30 - 1.00					A	3.5	17	301	1086	478	295	597	202^	399	353	329	155^	459	187^	319	229	229	127^	30v 20v	LT LT							
		1.00 - 1.30					A	3.0	18	258	1054	460	286	577	163^	376	318	333	174^	477	187^	349	240^	263	128^	LT LT	LT LT							
CBS NEWS NIGHTWATCH-1																																		
	CONT'D						A	1.2	13	103	767	388^	214^	534^	204^	427^	340^	310^	97v	233^	68v	97v	117v	165^	116v	LT LT	LT LT							

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1985 REPORT

PROGRAM NAME											AUDIENCE COMPOSITION																		
T/C SEASON											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
NO. OF STATIONS & PROGRAM COVERAGE											HOUSEHOLD AUDIENCES																		
WK # DAY START TIME DUR NET TYPE											TEENS (12-17) CHILDREN (2-11)																		
WK 1 WK 2											TOTAL PERSONS (2+)																		
M E Y											LADY WORK-ING HOUSE WOM.																		
AVG. AUD. SHARE %											WOMEN																		
AVG. AUD. (0,000)											MEN																		
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11												
LATE FRINGE CONT'D																																							
FRIDAY NIGHT VIDEO-CONT'D																																							
12.30 - 1.00														A	4.4	17	378	1222	595	158	659	225	511	420	341	114	487	257	338	248	204	130	76	60	LT	LT			
1.00 - 1.30														A	2.9	15	249	855	494	120	550	217	397	361	257	96	241	181	201	176	60	LT	64	24	LT	LT			
1.30 - 2.00														A	2.1	13	180	544	255	145	261	156	167	95	55	94	233	194	233	127	39	LT	50	LT	LT	LT			
2.00 - 2.30														A	1.7	13	146	575	390	158	390	233	233	233	157	157	LT	LT	LT	LT	LT	LT	172	LT	LT	LT			
G MICHAELS SPORTS MACHINE 4 80 79														A	1.5	5	129	721	349	155	349	202	256	256	54	93	326	225	264	302	101	LT	LT	LT	LT	46	46	LT	LT
1 SUN. 12.00M 15 NBC SC 49 52														B	1.6	6	137	796	295	95	317	145	196	196	51	121	454	145	262	240	186	163	LT	LT	LT	LT	LT	LT	
2 SUN. 12.09A 15																																							
SAT NIGHT'S MAIN EVENT(S) 202														A	8.3	24	713	1736	535	311	659	278	495	417	322	140	700	320	573	533	348	103	225	58	152	144	152	144	
1 SAT. 11.30P 84 NBC CV 99														A	9.0	23	773	1743	575	291	686	278	495	418	344	176	671	290	513	512	326	134	203	41	183	160	183	160	
11.30 - 12.00														A	8.1	24	696	1701	552	338	651	280	484	406	312	133	703	317	575	536	357	104	215	57	132	132			
12.00 - 12.30														A	7.8	27	670	1734	445	297	619	274	499	414	298	96	726	355	648	560	371	52	259	79	130	130			
12.30 - 1.00																																							
SATURDAY NIGHT 44 199														A	6.2	22	533	1675	613	412	759	345	613	499	364	79	593	288	447	453	211	95	263	111	60	LT	60	LT	
2 SAT. 11.56P 83 NBC GV 99														B	7.0	21	601	1789	725	469	818	335	630	560	377	118	657	304	485	523	251	102	270	102	44	LT	44	LT	
12.00 - 12.30														A	6.9	21	593	1789	725	469	818	335	630	560	377	118	657	304	485	523	251	102	270	102	44	LT	44	LT	
12.30 - 1.00														A	6.0	22	515	1629	580	437	697	323	565	489	374	29	606	291	427	428	186	129	281	129	45	LT	45	LT	
1.00 - 1.30														A	5.2	23	447	1535	464	278	766	442	717	414	324	49	433	263	433	361	170	LT	229	106	107	LT	107	LT	
TONIGHT SHOW 8 201 200														A	6.8	22	584	1339	623	190	690	187	333	304	304	303	547	211	334	289	251	177	48	22	54	34	54	34	
1 TU-F 11.30P 60 NBC GV 99 99														B	6.8	22	584	1339	623	190	690	187	333	304	304	303	547	211	334	289	251	177	48	22	54	34	54	34	
2 MON. 11.43P 80																																							
2 TUE. 11.35P 80																																							
2 WED. 11.58P 80																																							
2 FRI. 11.46P 80																																							
11.30 - 12.00														A	7.9	22	679	1362	626	233	698	217	360	312	302	285	577	225	346	291	261	192	34	15	53	38			
12.00 - 12.30														A	6.5	23	558	1308	622	166	684	177	325	291	295	308	519	204	324	281	242	163	49	20	56	36			
12.30 - 1.00														A	4.9	21	421	1261	599	83	682	102	271	327	362	355	459	152	263	285	216	155	78	45	42	LT			
WEEKDAY DAYTIME																																							
ABC AFTERSCHOOL SPECIAL(S) 182														A	7.3	22	627	1100	648	215	720	283	521	373	319	199	94	55	64	64	9	30	145	102	141	52			
2 WED. 4.00P 80 ABC FV 91														A	6.9	21	593	997	633	206	702	298	501	342	292	201	82	53	53	53	LT	29	136	120	77	LT			
4.00 - 4.30														A	7.7	22	661	1183	663	218	735	269	537	399	342	198	103	57	75	75	18	28	148	83	197	99			
4.30 - 5.00																																							
ABC DAYTIME NEWSBRIEF-M-F 10 202 203														A	7.7	28	661	1253	774	232	877	397	646	560	386	194	241	125	159	124	50	82	67	57	68	23			
1 M-TH 2.58P 1 ABC N 96 96														B	7.7	28	661	1253	774	232	877	397	646	560	386	194	241	125	159	124	50	82	67	57	68	23			
1 FRI. 2.57P 2																																							
2 MWF 2.58P 1																																							
2 TU&TH 2.57P 2																																							
ABC WORLD NEWS-MORN-615A 10 125 124														A	1.8	20	155	1058	529	278	529	200	445	432	309	58	445	142	336	355	258	90	LT	LT	71	71			
M-F 6.15A 15 ABC N 79 79														B	1.8	20	155	1058	529	278	529	200	445	432	309	58	445	142	336	355	258	90	LT	LT	71	71			
ABC WORLD NEWS-MORN-645A 10 173 172														A	2.2	17	189	1196	640	291	651	153	408	403	408	217	467	164	318	323	223	133	31	LT	47	47			
M-F 6.45A 15 ABC N 93 93														B	2.2	17	189	1196	640	291	651	153	408	403	408	217	467	164	318	323	223	133	31	LT	47	47			
ALL MY CHILDREN 10 210 210														A	7.5	27	644	1239	761	210	887	399	646	522	368	206	226	133	191	166	67	35	55	46	71	32			
1 M-F 1.00P 60 ABC DD 99 99														B	7.5	27	644	1239	761	210	887	399	646	522	368	206	226	133	191	166	67	35	55	46	71	32			
2 M&TH 1.00P 60																																							
CONT'D																																							

FOR EXPLANATION OF SYMBOLS, SEE PAGE A





1ST OCT. 1985 REPORT

PROGRAM NAME										WK		START TIME		DUR	NET	T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
#	DAY																				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
																		TOTAL PERSONS (2+)		LADY WORK- ING OF HOUSE WOM.	MEN						TEENS (12-17)				CHILDREN (2-11)												
																		Avg. %	Avg. %		TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.									
<b>RYAN'S HOPE</b>																		10	171	171	A	3.1	12	266	1207	854	308	997	418	715	530	425	255	125^	41v	68^	68^	61v	57v	29v	29v	56v	35v
1	M-F	12.00N	30	ABC	DD			91	91	B	3.1	12	266	1207	854	308	997	418	715	530	425	255	125^	41v	68^	68^	61v	57v	29v	29v	56v	35v											
2	M-TH	12.00N	30																																								
2	FRI.	12.00N	24																																								
<b>SALE OF THE CENTURY</b>																		10	153	150	A	3.9	17	335	1146	675	105^	788	218	370	319	283	397	224	57^	72^	87^	65^	128^	LT	LT	128^	18v
M-F	10.30A	30	NBC	QG				81	80	B	3.9	17	335	1146	675	105	788	218	370	319	283	397	224	57^	72^	87^	65^	128^	LT	LT	128	18											
<b>SANTA BARBARA</b>																		9	192	191	A	3.5	12	301	1266	684	119^	834	319	406	349	323	352	204^	78^	94^	60^	86^	97^	122^	116^	108^	53v
1	M-F	3.00P	60	NBC	DD			96	96	B	3.5	12	301	1266	684	119	834	319	406	349	323	352	204^	78^	94^	60^	86^	97^	122	116	106	53											
2	MTUWTF	3.00P	60																																								
		3.00 - 3.30																																									
		3.30 - 4.00																																									
<b>SCRABBLE</b>																		10	199	200	A	5.1	22	438	1203	715	121^	829	244	368	267	275	445	235	52^	75^	68^	73^	151	16v	LT	123^	45^
1	M-F	11.30A	30	NBC	QG			98	98	B	5.1	22	438	1203	715	121	829	244	368	267	275	445	235	52^	75^	68^	73^	151	16	LT	123	45											
2	MTUWF	11.30A	30																																								
2	THU.	11.37A	23																																								
<b>SEARCH FOR TOMORROW</b>																		10	151	151	A	2.8	11	241	1257	7																	

### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1985 REPORT

PROGRAM NAME															T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				AUDIENCE COMPOSITION																							
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11																		
WEEKDAY DAYTIME CONT'D																																														
YOUR NUMBER'S UP M-F 10.00A 30 NBC QG 15 124 124 75 75																							A	2.1	9	180	1061	617	116	689	189	278	228	206	361	216	72	99	111	56	105	LT	LT	145	LT	
WEEKEND DAYTIME ABC FUN FIT-10:25AM SAT. 10.25A 4 ABC CN 4 198 197 97 97																							A	4.0	15	344	1061	129	35	172	35	128	145	137	27	180	26	125	130	154	50	180	78	529	360	
ABC FUN FIT-11:25AM SAT. 11.25A 4 ABC CN 4 195 194 94 94																							B	4.2	15	361	1431	191	74	212	73	168	182	139	30	208	76	123	119	81	73	285	119	726	506	
ABC WEEKEND SPECIALS SAT. 12.00N 30 ABC FV 4 167 180 86 90																							A	4.3	15	369	1431	350	90	385	130	249	237	162	121	218	73	96	63	50	122	156	119	672	374	
ABC WIDE WORLD-SPORTS SPEC(S) 1 SAT. 1.30P 90 ABC SA 135 78																							B	4.1	14	352	1388	281	64	338	134	215	186	123	109	161	80	97	80	32	64	215	164	674	380	
1.30 - 2.00 2.00 - 2.30 2.30 - 3.00																							A	3.8	13	326	1607	439	101	488	267	326	224	96	144	386	187	233	198	114	143	205	171	528	384	
ABC WIDE WORLD-SPTS SPEC(S) 1 SUN. 1.30P 90 ABC SA 160 88																							B	3.8	13	326	1439	330	80	370	217	266	223	91	88	243	128	151	122	73	88	202	185	624	410	
1.30 - 2.00 2.00 - 2.30 2.30 - 3.00																							A	2.2	7	189	1000	365	LT	365	127	190	153	79	175	460	122	190	206	158	180	132	132	43	32	
																							A	2.0	7	172	1017	303	59	303	199	199	71	51	104	581	226	290	210	152	203	104	104	29	LT	
																							A	2.3	7	198	1040	343	LT	343	106	202	202	96	141	389	56	146	242	186	147	212	212	96	96	
																							A	2.3	7	198	939	429	LT	429	86	166	166	80	263	429	101	152	166	136	192	81	81	LT	LT	
																							A	2.3	6	198	1081	374	196	404	76	243	243	207	161	418	30	186	272	327	146	213	LT	46	LT	
																							A	2.3	6	198	616	157	46	207	91	91	91	116	116	409	LT	268	268	353	141	LT	LT	LT	LT	
																							A	2.2	6	189	1185	440	243	482	79	280	280	201	202	344	96	96	186	169	158	359	LT	LT	LT	LT
																							A	2.3	6	198	1485	535	298	535	60	358	358	298	177	526	LT	198	374	475	152	288	LT	136	LT	
ALVIN AND THE CHIPMUNKS SAT. 11.00A 30 NBC CA 4 198 179 98 83																							A	6.5	24	558	1849	195	23	229	140	140	108	32	79	175	129	144	92	32	31	356	169	1089	732	
AMER. LEAGUE CHAMP GM 5(S) 2 SUN. 4.30P 156 NBC SE 205 99																							B	6.9	25	593	1777	264	81	297	185	204	149	66	80	186	131	154	103	30	32	260	148	1034	655	
4.30 - 5.00 5.00 - 5.30 5.30 - 6.00 6.00 - 6.30 6.30 - 7.00 7.00 - 7.30																							A	12.9	27	1108	1510	523	115	581	182	277	258	219	281	765	175	320	370	382	364	60	16	104	58	
																							A	11.4	26	979	1421	540	128	575	191	287	248	216	256	757	173	306	380	366	366	89	37	LT	LT	
																							A	12.1	27	1039	1421	544	64	585	208	307	258	203	253	785	189	317	337	366	389	51	LT	LT	LT	
																							A	13.6	29	1168	1432	479	103	539	149	247	254	207	266	780	173	328	367	393	359	40	LT	73	40	
																							A	13.3	27	1142	1596	561	119	626	214	302	298	223	302	736	152	305	386	389	350	64	18	170	98	
																							A	14.0	27	1203	1598	482	125	561	157	238	229	220	305	791	191	345	390	405	373	60	18	186	105	
																							A	12.8	24	1100	1928	664	305	754	204	403	351	363	351	675	162	311	343	345	307	83	45	416	212	
AMERICAN BANDSTAND SAT. 12.30P 60 ABC PC 4 128 142 68 73																							A	2.3	7	198	1470	475	247	541	294	383	298	222	86	551	323	415	309	166	101	171	136	207	107	
12.30 - 1.00 1.00 - 1.30																							B	2.3	8	198	1545	470	152	513	337	392	349	153	68	488	313	380	263	129	91	183	166	361	233	
																							A	2.1	7	180	1472	423	217	517	312	368	295	155	88	522	344	416	388	117	84	205	171	228	128	
																							A	2.5	8	215	1419	496	265	529	265	386	264	264	74	557	302	404	237	200	106	146	103	187	85	
BERENSTAIN BEARS SAT. 8.00A 30 CBS CA 4 194 193 96 96																							A	3.5	23	301	1588	169	53	169	110	128	106	40	43	206	100	143	143	43	63	70	LT	1143	844	
BUGS BUNNY/LOONEY TUNES-1 SAT. 8.00A 30 ABC CA 4 207 206 99 99																							B	3.4	23	292	1620	176	72	192	123	143	110	51	38	160	52	91	91	39	69	131	39	1137	814	
BUGS BUNNY/LOONEY TUNES-2 SAT. 8.30A 30 ABC CA 4 208 207 99 99																							A	2.7	18	232	1560	332	86	366	178	232	198	90	134	185	85	168	129	83	LT	56	21	953	539	
																							B	2.8	19	241	2055	300	86	316	185	211	189	51	96	160	64	136	103	72	24	340	LT	1239	817	
																							A	4.2	21	361	1346	113	23	113	21	44	52	92	61	296	144	216	177	72	80	100	56	837	507	
																							B	4.4	22	378	1745	227	82	227	97	108	119	109	96	232	96	173	143	87	59	283	27	1003	619	
CBS COLLEGE FOOTBALL PRE 1 SAT. 2.30P 6 CBS SC 4 178 176 94 94																							A	3.8	11	326	1368	353	71	399	120	239	215	205	160	583	160	331	427	361	156	116	98	270	147	
2 SAT. 2.30P 7																							B	4.2	13	361	1378	423	130	481	185	285	255	154	196	590	248	372	401	240	175	109	50	198	96	
CBS COLLEGE FOOTBALL CONT'D 4 183 189																							A	5.4	15	464	1369	375	80	412	117	221	203	197	180	735	193	388	418	390	283	125	55	97	73	

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PROGRAM NAME										T/C SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES						MEN					TEENS (12-17)	CHILDREN (2-11)					
													TOTAL	18-34	35-44	45-54	55-64	65+	TOTAL	18-34	35-44	45-54	55-64	65+	TOTAL	FEM.	6-11			
WEEKEND DAYTIME CONT'D																														
CBS COLLEGE FOOTBA-CONT'D																														
1	SAT.	2.36P	231	CBS	SE	95	96	B	5.5	15	472	1451	454	116	486	151	255	228	191	203	725	201	376	399	343	290	114	31	126	88
2	SAT.	2.36P	186					A	4.2	13	361	1227	288	70v	324	94v	188	172	166	136	617	143	304	405	399	212	122	100	164	85v
		2.30 - 3.00						A	4.5	14	387	1245	290	75v	331	95	194	178	176	137	681	180	382	396	395	203	163	83	70v	70v
		3.00 - 4.00						A	4.4	13	378	1294	351	61v	385	122	236	240	194	134	722	198	445	436	386	230	120	39v	67v	67v
		4.00 - 4.30						A	4.5	13	387	1486	423	81v	446	174	285	269	193	153	777	222	465	501	422	248	177	69v	86v	72v
		4.30 - 5.00						A	5.3	15	455	1400	429	54v	451	166	266	238	197	169	759	185	385	425	409	295	133	63v	57v	57v
		5.00 - 5.30						A	6.7	18	576	1372	383	82	431	140	208	179	180	193	782	192	378	398	378	340	122	47v	57v	43v
		5.30 - 6.00						A	7.1	19	610	1310	354	87	396	66	163	163	191	220	703	192	334	359	343	325	115	50v	96	82
		6.00 - 6.30						A	8.5	21	730	1574	474	118	515	35v	211	211	294	304	784	210	378	420	399	346	33v	LT	242	138
CBS COLLEGE FOOTBALL POST																														
2	SAT.	5.43P	17	CBS	SC	1	189	A	4.0	10	344	1288	348	96v	348	78v	156v	209	131v	139v	612	192v	347	313	291	205	35v	LT	293	41v
						96		B	4.0	10	344	1288	348	96	348	78	156	209	131	139	612	192	347	313	291	205	35	LT	293	41
CBS NFL TODAY																														
	SUN.	12.30P	30	CBS	SC	4	199	A	5.7	18	490	1598	512	287	611	235	377	313	254	184	872	345	604	590	439	187	101	10v	14v	LT
						98	98	B	6.1	19	524	1511	451	239	511	197	323	272	220	148	810	301	597	564	405	169	154	11	36	30
CBS NFL FOOTBALL GAME 1																														
1	SUN.	1.00P	193	CBS	SE	99	99	A	12.8	32	1100	1408	365	177	405	148	255	235	173	132	814	321	561	567	406	187	102	19v	87	57
2	SUN.	1.00P	188					B	13.5	34	1160	1391	396	185	427	142	262	251	210	137	797	282	533	520	415	206	87	21	80	51
		1.00 - 1.30						A	10.3	29	885	1489	418	168	459	216	312	293	160	134	852	348	607	629	422	175	100	18v	78	72
		1.30 - 2.00						A	11.9	31	1022	1441	376	198	415	139	259	244	189	134	836	301	584	608	441	189	110	24v	80	67
		2.00 - 2.30						A	12.6	32	1082	1451	394	194	421	164	285	251	177	119	861	337	590	614	427	196	100	22v	69	58
		2.30 - 3.00						A	13.2	32	1134	1377	370	178	396	150	259	226	175	120	803	321	525	530	391	207	103	18v	75	64
		3.00 - 3.30						A	14.0	33	1203	1399	350	194	401	129	239	220	181	145	775	307	538	511	386	188	112	23v	111	43
		3.30 - 4.00						A	14.3	33	1228	1346	336	176	399	121	218	209	165	154	770	297	523	524	380	186	85	13v	92	45
		4.00 - 4.30						A	8.8	20	756	1292	259	78	292	54	142	159	152	126	788	297	505	518	428	193	104	10v	108	59
CBS NFL FOOTBALL GAME 2																														
2	SUN.	4.27P	171	CBS	SE	83	193	A	12.0	25	1031	1546	421	161	474	194	313	248	192	148	849	339	569	525	391	236	58v	LT	165	54v
								B	12.3	26	1057	1581	413	197	443	165	304	259	210	125	906	352	599	568	408	250	62	13	170	90
		4.30 - 5.00						A	11.0	25	945	1814	408	149	437	208	352	271	175	85	932	373	656	590	446	234	61v	8v	384	157
		5.00 - 5.30						A	11.3	25	971	1581	422	156	462	198	325	231	176	137	906	353	606	564	435	245	60v	LT	153	36v
		5.30 - 6.00						A	10.7	23	919	1552	464	170	517	219	350	228	197	167	831	343	550	517	371	227	62v	LT	142	41v
		6.00 - 6.30						A	12.1	24	1039	1345	358	166	416	183	264	234	158	132	791	303	530	477	397	230	43v	LT	95	9v
		6.30 - 7.00						A	12.8	24	1100	1389	349	141	421	188	262	211	150	147	836	349	557	510	352	247	38v	LT	94	13v
		7.00 - 7.30						A	14.6	27	1254	1707	622	195	682	172	339	313	312	305	843	331	558	488	360	259	114	18v	68	54v
CBS NFL FOOTBALL POST																														
1	SUN.	4.24P	11	CBS	SC	99	205	A	11.0	27	945	1348	333	228	425	112	211	223	213	168	697	295	455	483	310	167	96	LT	130	70v
								B	9.6	23	825	1277	350	150	400	110	209	200	183	168	723	309	496	450	326	176	65	LT	89	52
CBS STORYBREAK																														
	SAT.	11.00A	30	CBS	CL	98	203	A	4.4	15	378	1905	330	300	486	307	385	229	120	101	250	179	193	164	14v	57v	299	86v	870	617
						98	98	B	4.6	16	395	2059	346	215	455	307	364	197	107	91	235	163	194	162	45	27	412	116	957	679
CFA COLLEGE FOOTBALL-PRE																														
1	SAT.	3.00P	26	ABC	SC	87	165	A	2.8	8	241	1207	312	71v	341	83v	153	112v	195	171	725	286	443	395	332	219	41v	LT	100v	42v
2	SAT.	3.00P	24				163	B	2.8	9	241	1286	337	165	367	152	217	183	181	132	643	279	403	347	273	190	113	39	163	70
CFA COLLEGE FOOTBALL GAME																														
1	SAT.	3.28P	214	ABC	SE	99	205	A	6.2	17	533	1291	282	124	327	58v	171	146	193	144	846	209	462	452	430	326	57v	10v	61v	23v
2	SAT.	3.24P	195				204	B	6.2	17	533	1272	321	146	359	120	209	184	169	131	753	202	400	400	389	290	73	12	87	5v
		3.00 - 3.30						A	3.7	11	318	1355	367	148v	434	110v	220	148v	324	176v	701	251	327	330	302	315	LT	LT	220	107v
		3.30 - 4.00						A	4.4	13	378	1111	236	109	252	29v	98	122	183	130	812	182	444	450	423	307	21v	LT	26v	26v
		4.00 - 4.30						A	5.2	15	447	1074	213	65v	228	40v	125	125	132	103	800	188	461	453	430	285	33v	LT	13v	13v
CONT'D																														

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PROGRAM NAME										T/C THIS SEASON		NO OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	PERSONS OF ING (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
LITTLES																																	
SAT. 11.30A 30 ABC CA 4 193 193																																	
MEET THE PRESS																																	
SUN. 12.00N 30 NBC CC 2 140 128																																	
MR. T																																	
SAT. 12.00N 30 NBC CA 4 141 140																																	
MUPPET BABIES & MONSTERS																																	
SAT. 9.00A 60 CBS CA 4 204 203																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
NAT'L LEAGUE CHAMP GM 3(S)																																	
2 SAT. 1.00P 212 NBC SE 202 99																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
4.00 - 4.30																																	
NBC MAJOR LEAGUE PRE GAME 23 164																																	
1 SAT. 2.00P 17 NBC SC 92																																	
NBC MAJOR LEAGUE BASEBALL 23 200																																	
1 SAT. 2.17P 168 NBC SE 99																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
4.00 - 4.30																																	
4.30 - 5.00																																	
NFL '85-NBC																																	
SUN. 12.30P 30 NBC SC 4 199 197																																	
NFL FOOTBALL GAME 1-NBC																																	
1 SUN. 1.00P 189 NBC SE 4 201 210																																	
2 SUN. 1.00P 199																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
4.00 - 4.30																																	
NFL FOOTBALL GAME 2-NBC																																	
1 SUN. 4.23P 173 NBC SE 2 214 99																																	
4.00 - 4.30																																	
4.30 - 5.00																																	
5.00 - 5.30																																	
CONT'D																																	



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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M-11					
WEEKEND DAYTIME CONT'D																																
NFL FOOTBALL GAME -CONT'D																																
		5.30 - 6.00							A 14.6	33	1254	1514	454	218	478	162	227	221	165	217	927	271	559	607	530	253	22	7	87	51		
		6.00 - 6.30							A 15.0	31	1289	1581	526	298	561	188	261	251	217	256	897	233	492	580	515	279	29	10	94	72		
		6.30 - 7.00							A 14.7	29	1263	1475	420	184	452	193	287	270	169	128	869	199	447	551	528	282	63	29	91	60		
		7.00 - 7.30							A 14.4	26	1237	1629	528	293	544	215	316	316	186	205	741	171	378	497	475	233	79	51	265	144		
NFL FOOTBALL POST-NBC																																
2	SUN.	4.19P	11	NBC	SC	208	99		A 11.6	27	996	1540	590	271	590	217	388	292	225	199	789	277	456	382	334	307	125	39	36	LT		
									B 7.7	18	661	1349	503	240	503	154	276	247	188	193	719	263	379	362	286	252	103	25	24	LT		
ONE TO GROW ON 8:28AM																																
		SAT.	8.28A	2	NBC	CN	190	95		A 3.6	22	309	1544	188	91	283	204	247	156	59	36	97	LT	71	71	88	26	105	25	1059	716	
									B 3.8	23	326	1574	187	60	231	155	203	103	66	28	156	75	123	143	76	LT	97	LT	1090	730		
ONE TO GROW ON 8:58AM																																
		SAT.	8.58A	2	NBC	CN	194	96		A 4.6	22	395	1635	163	64	163	40	114	114	87	49	97	26	69	69	51	28	135	50	1240	856	
									B 5.0	23	430	1772	213	41	213	129	175	78	68	38	131	53	94	107	57	24	193	75	1235	839		
ONE TO GROW ON 10:28AM																																
		SAT.	10.28A	2	NBC	CN	200	203		A 7.7	29	661	1572	198	41	234	152	152	107	27	77	138	85	85	105	45	33	174	32	1026	606	
									B 7.8	28	670	1621	264	115	315	203	237	154	77	67	157	97	120	122	50	22	154	75	995	554		
ONE TO GROW ON 11:28AM																																
		SAT.	11.28A	2	NBC	CN	196	178		A 6.5	23	558	1695	180	27	212	124	124	107	40	76	142	111	111	76	17	31	389	192	952	640	
									B 6.9	25	593	1688	252	81	285	169	192	149	74	77	165	115	135	95	27	30	266	149	972	621		
ONE TO GROW ON 11:58AM																																
		SAT.	11.58A	2	NBC	CN	176	155		A 4.6	17	395	1815	226	13	259	109	167	142	112	92	330	278	278	147	27	52	268	75	958	611	
									B 4.9	18	421	1888	305	108	331	159	206	153	119	117	340	283	304	125	34	36	223	106	994	638		
POLE POSITION																																
						4	108	121	A	3.0	10	258	1279	241	LT	241	202	202	202	39	39	113	40	94	94	54	19	359	73	566	306	
SAT. 1.30P 30 CBS CA																																
						55	68		B	2.8	9	241	1404	284	120	293	180	215	166	80	54	149	69	99	60	70	39	329	124	633	355	
ROCK N WRESTLING																																
		SAT.	10.00A	60	CBS	CA	205	204		A	5.5	20	472	1930	267	60	267	191	214	183	37	53	126	60	79	79	19	47	401	147	1136	787
			10.00 - 10.30			99	99		B	5.3	19	455	1914	296	87	322	221	274	178	70	48	201	98	142	118	59	44	396	136	995	689	
			10.30 - 11.00						A	5.2	19	447	1872	195	34	195	153	153	119	LT	42	108	52	52	52	LT	56	347	113	1222	763	
									A	5.8	21	498	1966	322	83	322	226	265	236	63	57	138	63	100	100	37	38	449	174	1057	806	
SCOOBY'S MYSTERY FUNHOUSE																																
		SAT.	11.00A	30	ABC	CA	195	195		A	4.4	15	378	1426	320	80	357	116	233	222	156	114	188	70	101	83	60	87	177	143	704	395
						94	95		B	4.4	16	378	1406	258	54	311	131	208	179	112	93	146	75	96	86	42	50	228	165	721	406	
SMURFS I																																
		SAT.	9.00A	30	NBC	CA	200	204		A	5.8	24	498	1590	208	69	211	103	151	129	73	60	150	69	110	124	63	26	150	66	1079	723
						99	99		B	6.3	25	541	1556	243	57	244	152	193	125	77	43	170	80	128	134	59	36	192	108	950	611	
SMURFS II																																
		SAT.	9.30A	30	NBC	CA	200	204		A	7.2	27	618	1532	176	65	197	86	116	96	47	81	164	101	110	94	44	37	147	65	1024	700
						99	99		B	8.1	30	696	1605	239	82	268	160	200	138	66	60	180	101	132	126	47	40	190	110	967	629	
SMURFS III																																
		SAT.	10.00A	30	NBC	CA	200	204		A	7.9	30	679	1546	183	33	211	116	122	83	36	84	145	81	87	110	57	35	148	28	1042	606
						99	99		B	8.4	31	722	1582	253	98	293	174	215	141	82	70	158	95	119	118	54	22	155	86	976	550	
SNORKS																																
		SAT.	8.00A	30	NBC	CA	191	192		A	2.5	17	215	1558	196	80	275	201	229	168	60	28	84	LT	52	52	75	32	110	LT	1089	735
						96	95		B	2.8	19	241	1524	187	56	223	143	183	101	74	32	121	51	87	107	67	LT	111	LT	1069	711	
SPIDERMAN AND FRIENDS																																
		SAT.	12.30P	30	NBC	CA	111	113		A	3.7	12	318	1739	267	141	436	85	308	258	261	128	164	91	119	82	73	26	218	25	921	513
						60	58		B	3.4	11	292	1705	280	177	380	97	235	203	215	128	135	48	84	65	87	41	239	64	951	516	
SPORTSBEAT																																
		1 SUN.	12.30P	30	ABC	SC	46	40		A	.9	3	77	416	LT	LT	LT	LT	LT	LT	LT	LT	LT	91	91	416	325	LT	LT	LT	LT	
									B	.8	2	69	759	161	LT	161	88	88	88	LT	LT	73	598	109	219	219	416	379	LT	LT	LT	LT
SPORTSWORLD-SAT.																																
		2 SAT.	4.32P	88	NBC	SA	173	93		A	6.8	18	584	1281	377	108	422	105	172	152	209	199	788	311	423	511	351	254	27	13	44	21
									B	6.8	18	584	1281	377	108	422	105	172	152	209	199	788	311	423	511	351	254	27	13	44	21	
		4.30 - 5.00							A	6.9	19	593	1379	392	112	464	140	207	153	189	203	832	340	435	464	293	322	83	40	LT	LT	
CONT'D																																

1ST OCT. 1985 REPORT

[illegible]

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 30, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		14,350 16.7		31,010 36.1										
	ABC TV		{		← HARDCASTLE & MCCORMICK (50)		→		NFL MONDAY NIGHT FOOTBALL CINCINNATI VS PITTSBURGH (9:00-12:24AM)(50)(-OP)								
	AVERAGE AUDIENCE (Households (000) & %)		{		10,650 12.4		15,200 17.7										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		19 12.0		30 17.5										
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		20,870 24.3		21,390 24.9		21,130 24.6		22,080 25.7						
	CBS TV		{		← SCARECROW & MRS. KING (50S-50)		→ KATE & ALLIE		NEWHART (50)		→		CAGNEY & LACEY				
	AVERAGE AUDIENCE (Households (000) & %)		{		16,660 19.4		19,240 22.4		18,210 21.2		18,300 21.3						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		28 17.9		32 21.7		30 21.1		34 21.3						
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		20,010 23.3		25,860 30.1										
	NBC TV		{		← TV BLOOPERS & PRAC. JOKES (50)		→		J. CARSON ANNIVERSARY SP. (50)								
	AVERAGE AUDIENCE (Households (000) & %)		{		15,630 18.2		14,860 17.3										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		27 17.1		26 16.6										
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		15,030 17.5		29,890 34.8										
	ABC TV		{		← HARDCASTLE & MCCORMICK (50)		→		NFL MONDAY NIGHT FOOTBALL ST. LOUIS VS WASHINGTON (9:00-11:49PM)(-OP)								
	AVERAGE AUDIENCE (Households (000) & %)		{		11,170 13.0		15,460 18.0										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		20 12.4		25 16.1										
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		17,870 20.8		17,700 20.6		17,870 20.8		17,950 20.9						
	CBS TV		{		← SCARECROW & MRS. KING (50)		→ KATE & ALLIE		NEWHART (50)		→		CAGNEY & LACEY				
	AVERAGE AUDIENCE (Households (000) & %)		{		14,090 16.4		15,380 17.9		15,890 18.5		13,660 15.9						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		25 15.5		26 17.3		27 18.3		25 16.3						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		19,590 22.8		28,180 32.8										
	NBC TV		{		← TV BLOOPERS & PRAC. JOKES (50)		→		NBC MONDAY NIGHT MOVIES THE LONG HOT SUMMER, PART 2								
	AVERAGE AUDIENCE (Households (000) & %)		{		14,690 17.1		20,440 23.8										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		26 15.1		38 21.8										
TV HOUSEHOLDS USING TV																	
(See Def. 1)		WK. 1	59.5	61.7	62.0	63.8	66.0	67.9	68.8	69.7	70.6	71.4	70.5	69.5	66.4	65.1	59.5
		WK. 2	58.0	57.9	59.6	61.9	63.3	65.4	66.4	67.4	67.6	69.1	69.3	69.2	67.2	66.0	61.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

EVE. MON. OCT. 7, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. OCT.1, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					21,480 25.0		18,640 21.7		18,550 21.6				11,340 13.2			
	ABC TV						WHO'S THE BOSS?		GROWING PAINS				MOONLIGHTING (50)				OUR FAMILY HONOR	
	AVERAGE AUDIENCE (Households (000) & %)	{					18,900 22.0		16,840 19.6		14,860 17.3				8,420 9.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					34 20.8		30 19.8		26 17.4		26 * 17.6		25 * 16.6		16 * 11.0	9.3 * 9.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					8,680 10.1				19,760 23.0							
	CBS TV								HOMETOWN (50)						CBS TUESDAY NIGHT MOVIES MURDER: BY REASON OF INBANDY (50)			
	AVERAGE AUDIENCE (Households (000) & %)	{					5,580 6.5				14,260 16.6							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					6.0 * 10		7.0 * 11 *		14.7 * 26		15.9 * 23 *		17.7 * 28 *		18.0 * 30 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					20,870 24.3				17,270 20.1				18,210 21.2			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					16,320 19.0				13,740 16.0				15,120 17.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					18.1 * 29		19.9 * 30 *		15.8 * 24		16.3 * 24 *		17.8 * 28 *		17.5 * 29 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					25,340 29.5		20,790 24.2		19,840 23.1				13,830 16.1			
	ABC TV						WHO'S THE BOSS?		GROWING PAINS				MOONLIGHTING (50)				OUR FAMILY HONOR	
	AVERAGE AUDIENCE (Households (000) & %)	{					21,300 24.8		18,470 21.5		16,060 18.7				10,390 12.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					38 23.4		32 22.2		27 18.3		27 * 18.9		28 * 18.4		20 * 12.7	12.0 * 11.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,280 14.3				27,320 31.8							
	CBS TV								HOMETOWN (50)						CBS TUESDAY NIGHT MOVIES LOVE, MARY (50)			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,820 9.1				18,470 21.5							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					8.9 * 14		9.3 * 14 *		18.8 * 33		20.4 * 27 *		23.6 * 38 *		23.4 * 40 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,690 17.1		27,920 32.5									
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					12,370 14.4		14,600 17.0									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					23 14.1		26 16.6		18.0 * 17.7		18.2 * 18.2		17.5 * 17.9		16.5 * 16.1	15.2 * 14.9
TV HOUSEHOLDS USING TV		WK. 1	54.1	56.8	58.1	59.9	62.7	64.8	65.0	65.8	66.3	68.0	68.0	67.3	63.6	62.5	60.4	58.4
(See Def. 1)		WK. 2	57.3	58.7	59.6	61.9	64.7	66.2	66.9	67.3	68.0	69.0	68.7	67.1	63.6	61.4	59.5	57.4

U.S. TV Households: 85,900,000

(1)AMER. LEAGUE CHAMP PRE 1,NBC,(8:00-8:26PM)(S)

For explanation of symbols, See page A.

EVE.TUE. OCT.8, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. OCT 2, 1985

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TIME																	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	14,170 16.5 INSIDERS (SD) 24,310 29.3 DYNASTY (SD) 20,620 24.0 HOTEL															
	AVERAGE AUDIENCE (Households (000) & %)	9,530 11.1 17 10.8 10.6* 17* 10.3 11.7* 18* 12.6 20,100 23.4 35 21.9 22.6* 33* 23.3 24.2* 36* 24.1 16,660 19.4 32 20.1 20.0* 32* 19.9 18.9* 33* 18.2															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)	14,000 16.3 STIR CRAZY (SUB-SD) 11,940 13.9 CHARLIE & COMPANY 11,770 13.7 GEORGE BURNS COMEDY (SD) 14,170 16.5 EQUALIZER															
K 1	AVERAGE AUDIENCE (Households (000) & %)	9,190 10.7 17 10.7 10.8* 17* 10.9 10.6* 16* 10.8 10,310 12.0 18 11.7 11.8 18 11.6 10,140 11.8 18 12.0 10,390 12.1 20 11.7 11.8* 19* 12.0 12.4* 21* 12.5															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)	24,400 28.4 HIGHWAY TO HEAVEN (SD) 19,500 22.7 HELL TOWN (SD)															
	AVERAGE AUDIENCE (Households (000) & %)	19,330 22.5 35 20.7 21.5* 35* 22.4 23.5* 36* 23.2 11,770 13.7 21 15.1 14.8* 22* 14.5 13.9* 21* 13.9 13.5* 21* 13.1 12.5* 22* 12.4															
W E E K 2	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)	17,610 20.5 INSIDERS (SD) 23,540 27.4 DYNASTY (SD) 20,010 23.3 HOTEL															
	AVERAGE AUDIENCE (Households (000) & %)	12,890 15.0 23 14.0 14.4* 23* 14.8 15.6* 24* 16.0 19,330 22.5 34 20.6 21.6* 32* 22.6 23.3* 35* 23.1 15,720 18.3 30 18.8 18.6* 30* 18.4 18.1* 31* 17.9															
	SHARE OF AUDIENCE %																
K 2	AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)	16,660 19.4 STIR CRAZY (SUB-SD) 14,260 16.6 CHARLIE & COMPANY 13,060 15.2 GEORGE BURNS COMEDY (SD) 15,980 18.6 EQUALIZER															
	AVERAGE AUDIENCE (Households (000) & %)	11,770 13.7 21 12.6 13.0* 21* 13.4 14.3* 22* 14.4 12,200 14.2 21 14.2 10,820 12.6 19 12.7 12,890 15.0 25 14.5 14.7* 24* 14.9 15.2* 26* 14.7															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
K 2	TOTAL AUDIENCE (Households (000) & %)	2,580 3.0 14,690 17.1 30,410 35.4 (2) (SD) (-OP) NAT'L LEAGUE CHAMP GM 1 ST. LOUIS VS LOS ANGELES (8:24-11:15PM)(OP)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	2,320 2.7 5 2.6 12,370 14.4 24 14.2 16,150 18.8 29 15.7 18.4* 29* 18.8 18.8* 28* 18.7 19.0* 28* 19.3 19.8* 31* 19.6 19.9* 31* 19.1															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	54.4	54.1	54.5	60.3	61.5	63.1	65.0	66.4	67.1	68.4	67.8	67.0	63.8	61.8	59.7
		WK. 2	56.0	58.7	59.5	61.3	62.3	63.1	64.4	65.8	67.5	67.5	66.7	66.0	63.1	61.6	59.5

U.S. TV Households: 85,900,000

(1) NBC NIGHTLY NEWS-WED (8), NBC, (7:00-7:19PM)

(2) NAT'L LEAGUE CHAMP PRE 1, NBC, (8:00-8:24PM)(S)

For explanation of symbols, see page A

EVE.WED. OCT. 9, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. OCT. 3, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	8,760 10.2				11,680 13.6				16,240 18.9				20/20				
	ABC TV	FALL GUY				LADY BLUE (60)												
	AVERAGE AUDIENCE (Households (000) & %)	5,930 6.9				9,020 10.5				11,940 13.9				13.3*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11 6.7				16 9.6				22 14.9				13.3				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	16,150 18.8				21,050 24.5				21,300 24.8				KNOTS LANDING				
	CBS TV	MAGNUM, P.I. (60)				SIMON & SIMON (60)												
	AVERAGE AUDIENCE (Households (000) & %)	12,540 14.6				16,580 19.3				18,300 21.3				21.3*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	22 12.9				29 17.8				34 21.3				21.3				
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	29,890 34.8				26,970 31.4				22,160 25.8				17,610 20.5				
	NBC TV	BILL COSBY SHOW				FAMILY TIES (60)				CHEERS				HILL STREET BLUES				
	AVERAGE AUDIENCE (Households (000) & %)	26,460 30.8				24,830 28.9				17,520 20.4				15.7*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	48 29.4				44 29.1				30 20.6				15.3				
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	12,370 14.4				14,520 16.9				18,470 21.5				20/20				
	ABC TV	FALL GUY				LADY BLUE (60)												
	AVERAGE AUDIENCE (Households (000) & %)	7,560 8.8				10,820 12.6				12,710 14.8				14.4*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	13 6.7				19 11.6				24 14.9				14.0				
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	20,360 23.7				22,080 25.7				21,050 24.5				KNOTS LANDING				
	CBS TV	MAGNUM, P.I. (60)				SIMON & SIMON (60)												
	AVERAGE AUDIENCE (Households (000) & %)	14,170 16.5				17,350 20.2				18,920 21.7				19.4*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	25 13.7				31 18.7				33 20.2				18.8				
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	29,380 34.2				34,020 39.6												
	NBC TV	BILL COSBY SHOW																
	AVERAGE AUDIENCE (Households (000) & %)	26,370 30.7				15,980 18.6												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	47 29.2				30 20.0												
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.6	55.9	55.7	58.9	62.3	64.8	65.7	66.7	66.9	67.7	67.7	67.6	64.1	63.1	61.9	59.7
		WK. 2	55.4	56.6	56.7	60.1	65.2	66.6	65.8	66.2	66.6	66.7	65.7	65.0	63.1	62.2	60.4	57.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. THU. OCT. 10, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		15,120 17.6		14,770 17.2		12,110 14.1		11,420 13.3		9,280 10.8		SPENSER: FOR HIRE				
	ABC TV		WEBSTER		MR. BELVEDERE (SD)		DIFF'RENT STROKES		BENSON (SD)								
	AVERAGE AUDIENCE (Households (000) & %)		12,800 14.9		12,540 14.6		10,480 12.2		9,790 11.4		6,700 7.8		8.0* 13 *		7.7* 13 *		
	SHARE OF AUDIENCE %		26		24		19		18		13		13 *		13 *		
AVG. AUD. BY ¼ HR.		14.1		15.6		14.6		14.5		12.1		12.4		11.5		11.4	
TOTAL AUDIENCE (Households (000) & %)		18,900 22.0		24,570 28.6		24,570 28.6		24,570 28.6		19,070 22.2		19,070 22.2					
CBS TV		TWILIGHT ZONE (SUS-SD)		DALLAS (SD)		DALLAS (SD)		DALLAS (SD)		FALCON CREST							
AVERAGE AUDIENCE (Households (000) & %)		12,370 14.4		13.9*		14.8*		23.8		23.0*		24.5*		19.3		19.5*	
SHARE OF AUDIENCE %		24		24 *		24 *		37		36 *		38 *		32 *		32 *	
AVG. AUD. BY ¼ HR.		14.0		13.9		14.1		15.5		22.0		24.0		24.9		24.2	
TOTAL AUDIENCE (Households (000) & %)		21,560 25.1		21,130 24.6		21,130 24.6		21,130 24.6		21,130 24.6		21,130 24.6		21,130 24.6		21,130 24.6	
NBC TV		MISFITS OF SCIENCE (SD)		MIAMI VICE		MIAMI VICE		MIAMI VICE		MIAMI VICE							
AVERAGE AUDIENCE (Households (000) & %)		12,200 14.2		12.9*		14.3*		15.0*		14.7*		18,040 21.0		20.4*		21.6*	
SHARE OF AUDIENCE %		23		22 *		23 *		23 *		23 *		35		33 *		36 *	
AVG. AUD. BY ¼ HR.		12.8		13.0		13.8		14.9		15.4		14.5		14.7		14.7	
TOTAL AUDIENCE (Households (000) & %)		14,600 17.0		12,200 14.2		12,710 14.8		12,030 14.0		14,090 16.4		14,090 16.4		14,090 16.4		14,090 16.4	
ABC TV		WEBSTER		MR. BELVEDERE (SD)		DIFF'RENT STROKES		BENSON (SD)		SPENSER: FOR HIRE							
AVERAGE AUDIENCE (Households (000) & %)		11,850 13.8		11,080 12.9		11,170 13.0		10,390 12.1		10,910 12.7		12.7*		12.7*		12.7*	
SHARE OF AUDIENCE %		24		22		21		20		22		22 *		22 *		22 *	
AVG. AUD. BY ¼ HR.		13.1		14.5		12.7		13.0		12.7		13.2		12.3		12.0	
TOTAL AUDIENCE (Households (000) & %)		19,160 22.3		22,250 25.9		22,250 25.9		22,250 25.9		18,980 22.1		18,980 22.1		18,980 22.1		18,980 22.1	
CBS TV		TWILIGHT ZONE (SUS-SD)		DALLAS (SD)		DALLAS (SD)		DALLAS (SD)		FALCON CREST							
AVERAGE AUDIENCE (Households (000) & %)		14,260 16.6		15.4*		17.8*		18,730 21.8		15,460 18.0		18.3*		17.7*		17.7*	
SHARE OF AUDIENCE %		29		27 *		30 *		36		37 *		31		31 *		31 *	
AVG. AUD. BY ¼ HR.		14.7		16.2		17.6		18.0		20.7		21.7		22.6		22.1	
TOTAL AUDIENCE (Households (000) & %)		27,320 31.8		27,320 31.8		27,320 31.8		27,320 31.8		27,320 31.8		27,320 31.8		27,320 31.8		27,320 31.8	
NBC TV		AMER. LEAGUE CHAMP GM 3 TORONTO VS KANSAS CITY (8:12-11:14PM) (S)(DP)(SD)(-DP)		AMER. LEAGUE CHAMP GM 3 TORONTO VS KANSAS CITY (8:12-11:14PM) (S)(DP)(SD)(-DP)		AMER. LEAGUE CHAMP GM 3 TORONTO VS KANSAS CITY (8:12-11:14PM) (S)(DP)(SD)(-DP)		AMER. LEAGUE CHAMP GM 3 TORONTO VS KANSAS CITY (8:12-11:14PM) (S)(DP)(SD)(-DP)		AMER. LEAGUE CHAMP GM 3 TORONTO VS KANSAS CITY (8:12-11:14PM) (S)(DP)(SD)(-DP)		AMER. LEAGUE CHAMP GM 3 TORONTO VS KANSAS CITY (8:12-11:14PM) (S)(DP)(SD)(-DP)		AMER. LEAGUE CHAMP GM 3 TORONTO VS KANSAS CITY (8:12-11:14PM) (S)(DP)(SD)(-DP)		AMER. LEAGUE CHAMP GM 3 TORONTO VS KANSAS CITY (8:12-11:14PM) (S)(DP)(SD)(-DP)	
AVERAGE AUDIENCE (Households (000) & %)		13,490 15.7		11.8*		14.2*		15.3*		15.9*		16.2*		17.5*		17.5*	
SHARE OF AUDIENCE %		27		21 *		27 *		26 *		26 *		27 *		30 *		30 *	
AVG. AUD. BY ¼ HR.		11.2		11.9		13.9		14.5		15.3		15.4		15.5		16.3	

TV HOUSEHOLDS USING TV		WK 1	51.6	51.6	51.6	51.6	51.6	51.6	51.6	51.6	51.6	51.6	51.6	51.6	51.6	51.6	51.6
(See Def. 1)		WK 2	50.6	50.6	50.6	50.6	50.6	50.6	50.6	50.6	50.6	50.6	50.6	50.6	50.6	50.6	50.6

U.S. TV Households 85,900,000

For explanation of symbols, See page A

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT. 5, 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		10,140 11.8				10,910 12.7				14,600 17.0									
	ABC TV			HOLLYWOOD BEAT (SD)				LIME STREET (SD)				LOVE BOAT									
	AVERAGE AUDIENCE (Households (000) & %)	{		7,470 8.7		8.5*		8.9*		8,330 9.7		9.1*		10.3*		11,510 13.4		13.0*		13.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		16 8.6		15 *		16 *		16 9.2		15 *		18 *		24 12.6		23 *		25 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		14,090 16.4				17,780 20.7													
	CBS TV			AIRWOLF (SD)				CBS SATURDAY NIGHT MOVIE BEVERLY HILLS COINGIAL BLUES (SD)													
	AVERAGE AUDIENCE (Households (000) & %)	{		10,310 12.0		11.8*		12.2*		11,080 12.9		12.1*		13.2*		13.2*		13.0*		19.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		21 11.6		21 *		21 *		22 11.9		20 *		22 *		23 *		24 *		24 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		15,460 18.0		17,010 19.8		20,530 23.9		17,010 19.8				14,090 16.4							
	NBC TV			GIMME A BREAK		FACTS OF LIFE (SD)		GOLDEN GIRLS		227				HUNTER							
	AVERAGE AUDIENCE (Households (000) & %)	{		13,570 15.8		15,550 18.1		18,730 21.8		15,460 18.0				11,680 13.6		13.7*		13.5*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		29 14.7		32 16.8		37 21.6		31 18.2		17.8		24 13.8		24 *		25 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		14,600 17.0				17,090 19.9				15,890 18.5									
	ABC TV			HOLLYWOOD BEAT (SD)				LIME STREET (SD)				LOVE BOAT									
	AVERAGE AUDIENCE (Households (000) & %)	{		11,250 13.1		12.5*		13.7*		13,060 15.2		14.3*		16.1*		14.7		15.0*		14.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		23 12.1		22 *		24 *		25 13.7		24 *		27 *		25		25 *		25 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		17,520 20.4				21,900 25.5													
	CBS TV			AIRWOLF (SD)				CBS SATURDAY NIGHT MOVIE OUT OF THE DARKNESS (SD)													
	AVERAGE AUDIENCE (Households (000) & %)	{		12,710 14.8		13.8*		15.8*		15,120 17.6		16.9*		16.8*		17.8*		18.8*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		26 13.4		25 *		27 *		30 16.9		28 *		28 *		30 *		33 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		24,650 28.7																	
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)	{		12,280 14.3		11.2*		12.5*		14.6*		14.7*		14.3*		15.2*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		25 10.5		21 *		22 *		25 *		25 *		24 *		28 *					
TV HOUSEHOLDS USING TV		WK 1	46.7	47.8	50.0	52.1	54.3	55.6	56.6	57.9	59.4	59.8	59.0	58.4	56.6	56.6	54.4				
(See Def. 1)		WK 2	48.4	50.1	51.7	53.5	55.6	56.3	57.0	58.4	59.5	60.2	59.9	59.6	59.3	57.6	56.8				

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. OCT. 12, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 2,410  
(Households (000) & %) { 2.8

**ABC TV**

AVERAGE AUDIENCE { 2,320  
(Households (000) & %) { 2.7  
SHARE OF AUDIENCE % 7  
AVG. AUD. BY ¼ HR. % 2.7

W

E

E

**CBS TV**

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE { 11,170  
(Households (000) & %) { 13.0

**NBC TV**

AVERAGE AUDIENCE { 7,130  
(Households (000) & %) { 8.3 9.0\* 8.1\* 7.8\*  
SHARE OF AUDIENCE % 24 23\* 24\* 27\*  
AVG. AUD. BY ¼ HR. % 9.5 8.4 8.1 8.0 8.0 7.6

SAT NIGHT'S MAIN EVENT  
(11:30-12:54AM)  
(SUSTAINING 12:54-1:00AM)

TOTAL AUDIENCE {  
(Households (000) & %) {

**ABC TV**

AVERAGE AUDIENCE { 2,410  
(Households (000) & %) { 2.8  
SHARE OF AUDIENCE % 2.9  
AVG. AUD. BY ¼ HR. % 7  
2.9

W

E

E

**CBS TV**

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE { 9,020  
(Households (000) & %) { 10.5

**NBC TV**

AVERAGE AUDIENCE { 5,330  
(Households (000) & %) { 16.9\* 6.2 6.9\* 6.0\* 5.2\*  
SHARE OF AUDIENCE % 31\* 22 21\* 22\* 23\*  
AVG. AUD. BY ¼ HR. % 16.8 17.0 6.7 7.2 6.6 6.2 5.8 5.3 4.7

AMER. LEAGUE  
CHAMP GN 4  
(TORONTO VS KANSAS CITY  
(8:13-11:24PM)

SATURDAY NIGHT  
(11:56-1:19AM)  
(SUSTAINING 1:19-1:28AM)

TV HOUSEHOLDS USING TV WK 1	40.1	47.1	40.6	37.2	34.8	32.8	29.4	26.7	22.8	20.6	17.1	14.7	13.9	11.9	10.9	10.2
(See Def. 1) WK 2	41.6	48.1	41.6	36.7	33.2	30.9	27.6	25.0	22.5	20.4	17.2	15.7	14.3	13.0	12.0	10.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

TV HOUSEHOLDS USING TV  
(See Def. 1)

U.S. TV Households: 85,900,000

ABC NFL FOOTBALL SPEC.  
DALLAS VS NEW YORK GIANTS  
(8:00-12:14AM) (SD)

60 MINUTES

MURDER, SHE WROTE

CRAZY LIKE A FOX

TRAPPER JOHN, M.D.

PUNKY  
BREWSTER  
(7:05-7:30PM)  
(OP)

SILVER SPOONS

AMAZING STORIES

ALFRED  
HITCHCOCK  
PRESENTS  
(SD)

NBC SUNDAY NIGHT MOVIE  
THE LONG HOT SUMMER, PART 1  
(SD)

RIPLEY'S BELIEVE IT-NOT

MACGYVER

ABC SUNDAY NIGHT MOVIE

TOUGH LOVE

60 MINUTES

MURDER, SHE WROTE

CRAZY LIKE A FOX

TRAPPER JOHN, M.D.

PUNKY  
BREWSTER  
(7:05-7:30PM)  
(OP)

SILVER SPOONS

NAT'L LEAGUE CHAMP Gm 4  
LOS ANGELES VS ST. LOUIS  
(8:12-11:07PM)  
(SD)(SD)(OP)

For explanation of symbols, See page A.

EVE.SUN. OCT.13, 1985



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.6, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE  
(Households (000) & %)

2,320

2.7

ABC WEEKEND  
REPORT-SUN.  
(12:53-1:08AM)

ABC TV

ABC NFL FOOTBALL SPEC.  
DALLAS VS NEW YORK GIANTS  
(9:00-12:14AM)

AVERAGE AUDIENCE  
(Households (000) & %)

2,230

2.8

SHARE OF AUDIENCE %

16

AVG. AUD. BY ¼ HR. %

2.7

2.5

W

TOTAL AUDIENCE  
(Households (000) & %)

4,040

4.7

CBS SUNDAY  
NEWS-OSGOOD

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

3,780

4.4

SHARE OF AUDIENCE %

9

AVG. AUD. BY ¼ HR. %

4.4

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

1,120

1.3

G MICHAELS  
SPORTS  
MACHINE

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

1,200

1.4

SHARE OF AUDIENCE %

5

AVG. AUD. BY ¼ HR. %

1.4

TOTAL AUDIENCE  
(Households (000) & %)

3,950

4.6

ABC  
WEEKEND  
REPORT-  
SUN.

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

3,690

4.3

SHARE OF AUDIENCE %

17

AVG. AUD. BY ¼ HR. %

4.3

W

TOTAL AUDIENCE  
(Households (000) & %)

4,120

4.8

CBS SUNDAY  
NEWS-OSGOOD  
(11:11-11:26PM)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

3,870

4.5

SHARE OF AUDIENCE %

10

AVG. AUD. BY ¼ HR. %

4.6

4.5

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

1,290

1.5

G MICHAELS  
SPORTS MACHINE  
(12:09-12:24AM)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

1,370

1.6

SHARE OF AUDIENCE %

6

AVG. AUD. BY ¼ HR. %

14.6

25 \*

1.7

1.5

TV HOUSEHOLDS USING TV  
(See Def. 1)

WK 1	50.5	33.6	18.4	14.0	30.7	26.2	21.7	17.7	14.5	12.6	10.8	9.3	8.0	7.3	6.7	6.3
WK 2	51.0	41.0	17.4	13.4	30.4	26.0	21.9	19.7	17.3	14.3	11.4	9.5	8.4	7.8	6.8	6.5

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.30-OCT.4, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,070 5.9				5,410 6.3									
			← GOOD MORNING, AMERICA-730 →		(CO-OP)		(PARTICIPATING)		← GOOD MORNING, AMERICA-830 →		(CO-OP)		(PARTICIPATING)					
		AVERAGE AUDIENCE (Households (000) & %)			3,950 4.6				4,470 5.2									
		SHARE OF AUDIENCE %			23				24									
W E E K 2	CBS TV	AVG. AUD. BY ¼ HR. %			4.6		4.6		5.2		5.2							
		TOTAL AUDIENCE (Households (000) & %)			3,010 3.5				3,440 4.0				4,380 5.1		3,440 4.0			
					CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
		AVERAGE AUDIENCE (Households (000) & %)			2,320 2.7				2,660 3.1				3,690 4.3		2,920 3.4			
W E E K 3	NBC TV	SHARE OF AUDIENCE %			14				14				19		15			
		AVG. AUD. BY ¼ HR. %			2.6		2.7		3.2		3.1		4.1		4.5		3.3	
		TOTAL AUDIENCE (Households (000) & %)			5,330 6.2				5,150 6.0				2,060 2.4		3,950 4.6			
			← TODAY SHOW-7.30AM →		(CO-OP)		(PARTICIPATING)		← TODAY SHOW-8.30AM →		(CO-OP)		(PARTICIPATING)		YOUR NUMBER'S UP		SALE OF THE CENTURY	
W E E K 4	ABC TV	AVERAGE AUDIENCE (Households (000) & %)			4,120 4.8				4,210 4.9				1,800 2.1		3,350 3.9			
		SHARE OF AUDIENCE %			24				22				10		17			
		AVG. AUD. BY ¼ HR. %			4.9		4.7		5.0		4.9		2.1		2.1		3.7	
																	4.1	
W E E K 5	ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,980 5.8				5,240 6.1									
			← GOOD MORNING, AMERICA-730 →		(CO-OP)		(PARTICIPATING)		← GOOD MORNING, AMERICA-830 →		(CO-OP)		(PARTICIPATING)					
		AVERAGE AUDIENCE (Households (000) & %)			3,870 4.5				4,380 5.1									
		SHARE OF AUDIENCE %			22				23									
W E E K 6	CBS TV	AVG. AUD. BY ¼ HR. %			4.5		4.4		5.1		5.1							
		TOTAL AUDIENCE (Households (000) & %)			3,260 3.8				3,260 3.8				4,470 5.2		3,440 4.0			
					CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
		AVERAGE AUDIENCE (Households (000) & %)			2,490 2.9				2,580 3.0				3,690 4.3		2,920 3.4			
W E E K 7	NBC TV	SHARE OF AUDIENCE %			14				13				19		15			
		AVG. AUD. BY ¼ HR. %			2.9		2.9		3.1		3.0		4.1		4.5		3.2	
		TOTAL AUDIENCE (Households (000) & %)			4,980 5.8				5,330 6.2				2,320 2.7		4,040 4.7			
			← TODAY SHOW-7.30AM →		(CO-OP)		(PARTICIPATING)		← TODAY SHOW-8.30AM →		(CO-OP)		(PARTICIPATING)		YOUR NUMBER'S UP		SALE OF THE CENTURY	
W E E K 8	ABC TV	AVERAGE AUDIENCE (Households (000) & %)			3,870 4.5				4,380 5.1				1,800 2.1		3,350 3.9			
		SHARE OF AUDIENCE %			23				23				9		11			
		AVG. AUD. BY ¼ HR. %							5.2		4.9		2.0		2.1			

TV HOUSEHOLDS USING TV WK 1	11.1	11.7	11.9	17.5	19.1	20.6	20.9	20.8	20.6	21.7	21.7	21.9	21.9	22.2	22.3	22.5
(See Def 1) WK 2	11.4	11.4	11.8	18.0	19.8	21.1	21.4	21.6	21.8	22.4	22.6	22.6	22.4	22.4	22.7	22.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT.7-11, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.30-OCT.4, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,490 2.9	{ 2,150 2.5	{ 3,010 3.5	{ 4,040 4.7	{ 8,250 9.6	{ 8,500 9.9											
	ABC TV	THREE'S A CROWD DAYTIME		ALL STAR BLITZ		RYAN'S HOPE		LOVING		ALL MY CHILDREN			ONE LIFE TO LIVE (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,150 2.5	{ 1,800 2.1	{ 2,580 3.0	{ 3,610 4.2	{ 6,270 7.3	{ 6,440 7.5		{ 6,440 7.5		{ 6,440 7.5		{ 6,440 7.5		{ 6,440 7.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 11 2.4	{ 9 2.5	{ 12 3.0	{ 16 4.1	{ 26 6.4	{ 26 6.4		{ 26 6.4		{ 26 6.4		{ 26 6.4		{ 26 6.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,760 6.7	{ 7,390 8.6	{ 8,680 10.1	{ 6,870 8.0	{ 4,720 5.5												
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,910 5.6	{ 6,270 7.3	{ 6,440 7.5	{ 5,500 6.4	{ 4,300 5.0												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 24 5.3	{ 31 7.0	{ 29 7.5	{ 23 6.4	{ 18 5.0												
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 6,790 7.9	{ 5,070 5.9	{ 3,440 4.0	{ 3,010 3.5	{ 6,790 7.9	{ 5,150 6.0											
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,840 6.8	{ 4,380 5.1	{ 3,010 3.5	{ 2,580 3.0	{ 5,330 6.2	{ 4,040 4.7		{ 4,040 4.7		{ 4,040 4.7		{ 4,040 4.7					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 30 6.7	{ 22 5.1	{ 14 3.5	{ 12 3.0	{ 22 6.1	{ 17 4.6		{ 17 4.6		{ 17 4.6		{ 17 4.6					
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 2,490 2.9	{ 2,080 2.4	{ 3,180 3.7	{ 4,040 4.7	{ 8,500 9.9	{ 8,850 10.3											
	ABC TV	THREE'S A CROWD DAYTIME		ALL STAR BLITZ		RYAN'S HOPE >(SUS-OP)		LOVING >		ALL MY CHILDREN >			ONE LIFE TO LIVE (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,060 2.4	{ 1,720 2.0	{ 2,660 3.1	{ 3,610 4.2	{ 6,700 7.8	{ 6,610 7.7		{ 6,610 7.7		{ 6,610 7.7		{ 6,610 7.7					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 10 2.4	{ 9 1.9	{ 12 3.2	{ 16 4.0	{ 28 7.1	{ 29 7.5		{ 29 7.5		{ 29 7.5		{ 29 7.5					
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 5,760 6.7	{ 7,300 8.5	{ 8,760 10.2	{ 7,040 8.2	{ 4,640 5.4												
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS >(OP)			AS THE WORLD TURNS			CAPITOL						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,900 5.8	{ 6,270 7.3	{ 6,610 7.7	{ 5,410 6.3	{ 4,120 4.8												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 25 5.4	{ 31 7.0	{ 30 7.1	{ 23 6.4	{ 13 4.8												
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,980 5.8	{ 3,950 4.6	{ 2,580 3.0	{ 6,440 7.5	{ 5,150 6.0												
	NBC TV	WHEEL OF FORTUNE		SCRABBLE >		SUPER PASSWORD >(SUS-OP)		SEARCH FOR TOMORROW >		DAYS OF OUR LIVES			ANOTHER WORLD (MTWTF)(OP)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,980 5.8	{ 3,950 4.6	{ 2,580 3.0	{ 6,440 7.5	{ 5,150 6.0												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 31 6.7	{ 22 5.1	{ 15 3.8	{ 10 2.7	{ 21 5.6	{ 17 4.8		{ 17 4.8		{ 17 4.8		{ 17 4.8					
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	27.6	27.1	27.0	27.7	25.5	26.6	26.1	26.6	27.7	28.5	28.7	28.6	27.8	28.1	27.7	28.0
		WK 2	27.7	27.2	27.1	27.4	26.4	27.2	26.6	26.8	27.5	28.0	27.7	27.8	26.9	26.8	26.6	27.7

U.S. TV Households: 85,900,000

For explanation of symbols, see page A

DAY MON.-FRI. OCT.7-11, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.30-OCT.4, 1985

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W	TOTAL AUDIENCE (Households (000) & %)	{ 9,710 11.3 GENERAL HOSPITAL 10,740 12.5 ABC WORLD NEWS TONIGHT															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,560 8.8 8.6* 9.1* 30 30* 21 10.7 11.0															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 30 8.3 30* 8.9 30* 9.1 30* 9.0															
E	TOTAL AUDIENCE (Households (000) & %)	{ 7,390 8.6 GUIDING LIGHT (SD) 2,060 2.4 BODY LANGUAGE 12,370 14.4 CBS EVENING NEWS-RATHER															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,760 6.7 6.5* 6.9* 22 23* 23 10,390 12.1 23 12.1 12.2															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 22 6.3 22* 6.7 23* 6.9 6 1.9 1.9															
K	TOTAL AUDIENCE (Households (000) & %)	{ 4,120 4.8 SANTA BARBARA 10,740 12.5 NBC NIGHTLY NEWS															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,010 3.5 3.4* 3.6* 12 12* 21 9,190 10.7 21 10.4 11.0															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 12 3.4 12* 3.3 12* 3.5 12* 3.8															
W	TOTAL AUDIENCE (Households (000) & %)	{ 9,980 11.5 GENERAL HOSPITAL 11,340 13.2 ABC WORLD NEWS TONIGHT															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,650 8.9 8.7* 9.0* 30 30* 21 9,620 11.2 21 11.0 11.3															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 30 8.6 30* 8.8 30* 9.0 30* 9.0															
E	TOTAL AUDIENCE (Households (000) & %)	{ 6,870 8.0 GUIDING LIGHT (SD) 2,060 2.4 BODY LANGUAGE 12,970 15.1 CBS EVENING NEWS-RATHER															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,500 6.4 6.2* 6.5* 22 22* 24 11,000 12.8 24 12.7 12.9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 22 6.0 22* 6.4 22* 6.6 6 1.9 2.0															
K	TOTAL AUDIENCE (Households (000) & %)	{ 4,300 5.0 SANTA BARBARA 10,390 12.1 NBC NIGHTLY NEWS (MTU THF)(S)(OP)															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,010 3.5 3.5* 3.6* 12 12* 21 9,020 10.7 21 10.7															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 12 3.5 12* 3.5 12* 3.6 12* 3.6															
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	28.6	29.7	30.5	31.2	31.1	32.9	34.1	35.9	37.4	39.5	41.3	43.5	46.9	47.8	47.8
		WK. 2	28.4	29.5	30.2	30.9	30.6	32.0	33.4	35.6	37.6	40.1	42.0	44.4	47.8	47.8	47.8
U.S. TV Households: 85,900,000																	

For explanation of symbols, see page A

DAY MON.-FRI. OCT.7-11, 1985

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT.5, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		3,520 4.1	5,070 5.9		4,810 5.6		4,300 5.0		4,550 5.3		3,780 4.4		
	ABC TV	{		{		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		13 GHOSTS OF SCOOBY-DOO	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		2,580 3.0	4,040 4.7		4,040 4.7		3,690 4.3		3,520 4.1		3,180 3.7		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		20 2.5	22 3.5		19 4.5		16 4.9		15 3.9		14 4.3		3.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		3,440 4.0	4,210 4.9		7,560 8.8		8,250 9.6		8,250 9.6		8,250 9.6		
	CBS TV	{		{		BERENSTAIN BEARS (SD)		WUZZLES (SD)		MUPPET BABIES & MONSTERS		ROCK N WRESTLING		ROCK N WRESTLING		ROCK N WRESTLING	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		2,490 2.9	3,440 4.0		4,900 5.7		5,530 5.5*		6,030 6.0*		5,410 5.4*		5.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		19 2.6	19 3.2		22 5.2		22* 5.7		22* 5.9		20* 5.3		22*
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		{		2,920 3.4	5,330 6.2		6,610 7.7		7,730 9.0		7,900 9.2		6,270 7.3		
	NBC TV	{		{		SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		2,060 2.4	4,040 4.7		5,410 6.3		6,530 7.6		6,700 7.8		5,410 6.3		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		16 1.7	22 3.2		26 4.2		28 5.1		29 7.6		23 7.7		6.3
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		{		2,580 3.0	4,210 4.9		4,980 5.8		4,810 5.6		4,380 5.1		4,470 5.2		
	ABC TV	{		{		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		13 GHOSTS OF SCOOBY-DOO	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		1,980 2.3	3,180 3.7		4,120 4.8		4,040 4.7		3,520 4.1		3,780 4.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		16 2.0	19 2.6		21 3.3		18 4.2		15 4.5		16 4.6		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		{		4,550 5.3	4,210 4.9		7,130 8.3		7,040 8.2		7,040 8.2		7,040 8.2		
	CBS TV	{		{		BERENSTAIN BEARS (SD)		WUZZLES (SD)		MUPPET BABIES & MONSTERS		ROCK N WRESTLING		ROCK N WRESTLING		ROCK N WRESTLING	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		3,440 4.0	3,610 4.2		4,640 5.4		5,330 5.3*		4,550 5.5*		5,410 5.0*		5.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		27 3.6	22 4.3		22 4.0		23* 4.4		21* 5.7		19* 5.4		20*
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		{		2,920 3.4	4,300 5.0		5,500 6.4		6,870 8.0		8,070 9.4		7,040 8.2		
	NBC TV	{		{		SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		2,230 2.6	3,260 3.8		4,470 5.2		5,840 6.8		6,790 7.9		5,760 6.7		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		18 2.2	20 3.0		22 3.6		26 4.1		30 7.7		24 8.0		28.3
TV HOUSEHOLDS USING TV WK 1		11.9	14.4	18.2	21.3	23.1	24.7	25.8	27.2	27.9	27.3	27.4	27.1	27.1	27.1	27.1	
(See Def. 1) WK 2		12.4	14.7	17.6	19.9	21.9	23.7	25.5	26.6	27.1	27.7	27.7	27.7	27.7	27.7	27.7	
U.S. TV Households: 85,900,000																	

For explanation of symbols See page A

DAY SAT. OCT.12, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{	4,380 5.1	3,690 4.3	2,920 3.4	2,230 2.6	4,210 4.9																
	ABC TV			SCOOBY'S MYSTERY FURNHOUSE (SD)	LITTLES	ABC WEEKEND SPECIALS JEETER MASON AND THE MAGIC HEADSET	AMERICAN BANDSTAND		ABC WIDE WRLD-SPORTS SPEC															
	AVERAGE AUDIENCE (Households (000) & %)		{	3,260 3.8	2,920 3.4	2,580 3.0	1,200 1.4	1,890 2.2																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	14 3.9	12 3.7	11 3.5	5 1.1	7 1.9	1.0* .9	1.8* 1.8	2.0* 2.2	2.3* 2.2	2.3* 2.5	2.3* 2.1										
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{	4,300 5.0	3,950 4.6	4,380 5.1	3,350 3.9	2,830 3.3	2,580 3.0	16,750 19.5														
	CBS TV			CBS STORYBREAK	DUNGEONS AND DRAGONS (SD)	LAND OF THE LOST (SD)	CHARLIE BROWN & SHROOPY SHOW (SD)	GET ALONG GANG (SD)	POLE POSITION	(1) (SD)														
	AVERAGE AUDIENCE (Households (000) & %)		{	3,440 4.0	3,260 3.8	3,520 4.1	2,750 3.2	2,410 2.8	2,150 2.5	5,500 6.4														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	14 4.1	14 3.9	15 4.1	11 3.0	9 2.7	9 2.6	2.9	2.5	18 4.3	15* 4.9											
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{	7,300 8.5	5,930 6.9	4,470 5.2	3,690 4.3			3,180 3.7	12,370 14.4													
	NBC TV			ALVIN AND THE CHIPMUNKS (SD)	KIDD VIDEO (SD)	MR. T	SPIDERMAN AND FRIENDS			NBC NJR LGE PRE	NBC MAJOR LEAGUE BSBL CHICAGO CUBS VS ST. LOUIS CALIFORNIA VS TEXAS (2:17-5:05PM)(OP)													
	AVERAGE AUDIENCE (Households (000) & %)		{	6,360 7.4	4,810 5.6	3,610 4.2	3,090 3.6			3,010 3.5	4,470 5.2	4.3*												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	27 7.3	21 7.5	17 5.9	12 4.5	12 3.5	13 3.7	11 3.4	16 3.6	13* 4.2	13* 4.3											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{	5,240 6.1	5,240 6.1	4,640 5.4	4,900 5.7																	
	ABC TV			SCOOBY'S MYSTERY FURNHOUSE (SD)	LITTLES	ABC WEEKEND SPECIALS CPT. G. READMORE'S JACK & THE BEANSTALK	AMERICAN BANDSTAND																	
	AVERAGE AUDIENCE (Households (000) & %)		{	4,300 5.0	4,120 4.8	3,870 4.5	2,660 3.1	3.2*																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	17 4.8	17 5.1	16 4.6	10 3.3	10 3.1	10 3.1	3.1	9* 3.0													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{	5,070 5.9	4,120 4.8	3,950 4.6	4,640 5.4	4,210 4.9	3,610 4.2	11,850 13.8														
	CBS TV			CBS STORYBREAK	DUNGEONS AND DRAGONS (SD)	LAND OF THE LOST (SD)	CHARLIE BROWN & SHROOPY SHOW (SD)	GET ALONG GANG (SD)	POLE POSITION	(2) (SD)														
	AVERAGE AUDIENCE (Households (000) & %)		{	4,040 4.7	3,520 4.1	3,180 3.7	3,610 4.2	3,440 4.0	2,920 3.4	3,610 4.2														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	16 4.0	14 4.0	13 3.6	13 3.8	12 3.9	10 4.4	10 4.2	10 3.5	12 3.5	11* 3.6											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{	5,700 6.7	5,350 6.4	3,780 4.4	3,950 4.6	21,990 25.6																
	NBC TV			ALVIN AND THE CHIPMUNKS (SD)	KIDD VIDEO (SD)	MR. T	SPIDERMAN AND FRIENDS			NAT'L LEAGUE CHAMP GM 3 LOS ANGELES VS ST. LOUIS (1:00-4:32PM)														
	AVERAGE AUDIENCE (Households (000) & %)		{	4,720 5.4	3,260 3.8	3,090 3.6	3,180 3.7	9,360 10.9	7.5* 32	9.8* 28*	11.0* 32*													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	20 5.5	14 4.8	13 3.5	12 3.7	12 3.4	23* 6.6	28* 8.5	32* 9.4	32* 9.8	11.2* 11.2											
TV HOUSEHOLDS USING TV WK 1														27.3	28.4	28.8	29.9	30.0	29.5	29.1	30.5	32.2	11.2	11.2
TV HOUSEHOLDS USING TV WK 2														28.4	29.7	30.6	31.8	32.0	33.5	33.6	33.7	33.7	11.2	11.2

TV HOUSEHOLDS USING TV WK 1  
(See Def. 1)

U.S. TV Households: 85,900,000

(1) CBS COLLEGE FOOTBALL, MICHIGAN STATE VS IOWA & ARIZONA STATE VS UCLA, CBS, MULTI-SEGMENT TELECAST  
(2) CBS COLLEGE FOOTBALL, MICHIGAN VS MICHIGAN STATE & UCLA VS STANFORD, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, see page A

DAY SAT. OCT. 12, 1985



TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 3,260 14,860  
(Households (000) & %) { 3.8 17.3

## ABC TV

AVERAGE AUDIENCE { 2,410 4,300  
(Households (000) & %) { 2.8 5.0  
SHARE OF AUDIENCE % 9 14  
AVG. AUD. BY ¼ HR. % 2.9 3.6 3.7 4.0 4.4 4.7 4.7 4.4 4.1 4.1 4.8 4.9 4.8 5.5 8.0 7.8

W

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1

TOTAL AUDIENCE { 7,560 8.8  
(Households (000) & %) { CBS SAT. NEWS-SCHIEFFER

## CBS TV

AVERAGE AUDIENCE { 5,840 6.8  
(Households (000) & %) { 5.3\* 16\* 5.1\* 16\* 5.3\* 15\* 5.2\* 22\* 8.0\* 22\* 8.1\* 21\* 8.5\* 15  
SHARE OF AUDIENCE % 16\* 16\* 16\* 15\* 15\* 15\* 15\* 15\* 15\* 15\* 15\* 15\* 15\* 15\* 15\* 15\*  
AVG. AUD. BY ¼ HR. % 5.2 5.3 5.2 5.1 5.6 5.0 4.7 5.7 7.2 8.7 8.0 8.1 8.5 8.4 6.5 7.2

TOTAL AUDIENCE { 9,450 11.0  
(Households (000) & %) { NBC NIGHTLY NEWS-SAT.

## NBC TV

AVERAGE AUDIENCE { 7,560 8.8  
(Households (000) & %) { 4.8\* 15\* 5.5\* 17\* 6.3\* 18\* 6.1\* 18\*  
SHARE OF AUDIENCE % 15\* 15\* 15\* 15\* 15\* 15\* 15\* 15\*  
AVG. AUD. BY ¼ HR. % 4.5 5.0 5.2 5.8 6.3 6.3 6.7 5.5 5.0 8.7 9.0

TOTAL AUDIENCE { 3,010 17,270  
(Households (000) & %) { 3.5 20.1

## ABC TV

AVERAGE AUDIENCE { 2,410 6,440  
(Households (000) & %) { 2.8 7.5  
SHARE OF AUDIENCE % 8 20  
AVG. AUD. BY ¼ HR. % 2.7 3.7 4.5 5.2 5.7 5.8 7.8 7.1 7.7 8.0 8.4 9.7 10.6 10.0 25\* 17 7.4 7.4

W

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2

TOTAL AUDIENCE { 3,870 4.5  
(Households (000) & %) { CBS SAT. NEWS-SCHIEFFER

## CBS TV

AVERAGE AUDIENCE { 7,390 8.6  
(Households (000) & %) { 3.6\* 11\* 3.7\* 11\* 3.6\* 10\* 5.3\* 14\* 5.3\* 14\* 3,440 4.0 7.390 8.6  
SHARE OF AUDIENCE % 11\* 11\* 10\* 14\* 14\* 14\* 14\* 14\*  
AVG. AUD. BY ¼ HR. % 3.7 3.6 3.6 3.9 3.8 3.6 5.0 5.7 5.6 5.1 3.6 4.2 8.4 8.9

TOTAL AUDIENCE { 12,110 14.1  
(Households (000) & %) { NBC NIGHTLY NEWS-SAT.

## NBC TV

AVERAGE AUDIENCE { 5,840 6.8  
(Households (000) & %) { 11.4\* 33\* 12.2\* 34\* 13.1\* 35\* 6.8 6.9\* 6.6\* 6.8\*  
SHARE OF AUDIENCE % 33\* 34\* 35\* 35\* 35\* 35\* 35\* 35\*  
AVG. AUD. BY ¼ HR. % 11.6 11.3 12.1 12.2 12.6 13.7 7.3 6.5 6.6 6.6 6.5 7.1 8.4

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	33.5	33.7	33.5	34.0	34.8	35.4	34.6	35.0	36.2	38.4	39.0	40.5	41.8	44.0	45.8	46.8
(See Def. 1)	WK. 1	WK. 2	32.8	34.4	35.2	36.0	36.7	38.0	37.1	37.1	38.1	38.5	39.1	40.9	44.4	46.2	47.3	47.6

U.S. TV Households: 85,900,000  
(1) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:26PM)  
(3) CBS COLLEGE FOOTBALL POST, CBS, (5:43-6:00PM)

(2) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:24PM)

For explanation of symbols, See page A

DAY SAT. OCT. 12, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {  
(Households (000) & %)

**ABC TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

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TOTAL AUDIENCE {  
(Households (000) & %)

**CBS TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

**NBC TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

7,470											2,920
8.7											3.4
SUNDAY MORNING											
FACE THE NATION											
3,780											2,320
4.4	3.9*			4.2*				5.0*			2.7
19	20 *			18 *				19 *			9
3.5	4.3	4.1		4.4	5.0	5.0		2.9	2.4		

TOTAL AUDIENCE {  
(Households (000) & %)

**ABC TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

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2

TOTAL AUDIENCE {  
(Households (000) & %)

**CBS TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

**NBC TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

6,960											2,410
8.1											2.8
SUNDAY MORNING											
FACE THE NATION											
3,520											2,230
4.1	3.6*			4.4*				4.5*			2.6
18	18 *			19 *				18 *			9
3.2	3.9	4.3		4.6	4.6	4.3		2.8	2.5		

TV HOUSEHOLDS USING TV	WK. 1	7.7	6.4	11.2	9.7	11.9	14.1	15.5	17.6	20.2	21.7	23.9	25.1	27.0	28.3	28.4	28.1
(See Def. 1)	WK. 2	5.4	6.1	7.2	9.0	12.2	14.9	16.3	18.0	19.7	21.1	22.7	24.7	26.0	27.5	28.1	29.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 6, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
		4,470 5.2		940 1.1		4,980 5.8											
	ABC TV	THIS WEEK-DAVID BRINKLEY		SPORTSBEAT										ABC WIDE WORLD-SPTS SPEC.			
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
W E E K 2	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
		2,920 3.4 11 3.0		3.2* 11* 3.3		3.6* 12* 3.8		770 .9 3 .9		1,980 2.3 6 2.3		2.3* 6* 2.3		2.2* 6* 2.2		2.3* 6* 2.5	
	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
		6,610 7.7		24,830 28.9													
W E E K 1	CBS TV	FOR OUR TIMES (SUS)		CBS NFL TODAY		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES(~) MULTI-SEGMENT TELECAST											
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
		4,720 5.5 18 5.0		11,340 13.2 34 9.4		10.4* 30* 11.4		12.5* 34* 12.9		13.5* 35* 13.9		13.8* 35* 13.8					
W E E K 1	NBC TV	{		{		{		{		{		{		{		{	
		1,720 2.0		5,070 5.9		19,670 22.9											
	ABC TV	THIS WEEK-DAVID BRINKLEY															
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
W E E K 2	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
		5,240 6.1		3,690 4.3 12 4.3		4.3* 13* 4.3		4.2* 12* 4.3									
	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
		7,040 8.2		24,220 28.2													
W E E K 2	CBS TV	FOR OUR TIMES (SUS)		CBS NFL TODAY		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES(~) MULTI-SEGMENT TELECAST											
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
		5,070 5.9 18 5.4		10,570 12.3 30 9.6		10.2* 28* 10.9		11.3* 29* 11.1		11.6* 28* 12.2		12.6* 30* 12.4					
W E E K 2	NBC TV	{		{		{		{		{		{		{		{	
		3,010 3.5		6,010 7.0		25,250 29.4											
	ABC TV	THIS WEEK-DAVID BRINKLEY															
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
W E E K 2	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
		2,150 2.5 9 2.2		4,840 5.4 17 4.8		12,200 14.2 35 10.5		11.4* 32* 12.1		13.4* 34* 12.9		14.9* 36* 15.6		14.0* 31* 14.0		14.0* 31* 14.0	
	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
		7,040 8.2		24,220 28.2													
W E E K 2	CBS TV	FOR OUR TIMES (SUS)		CBS NFL TODAY		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES(~) MULTI-SEGMENT TELECAST											
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
		5,070 5.9 18 5.4		10,570 12.3 30 9.6		10.2* 28* 10.9		11.3* 29* 11.1		11.6* 28* 12.2		12.6* 30* 12.4					
W E E K 2	NBC TV	{		{		{		{		{		{		{		{	
		3,010 3.5		6,010 7.0		25,250 29.4											
	ABC TV	THIS WEEK-DAVID BRINKLEY															
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
W E E K 2	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
		5,240 6.1		3,690 4.3 12 4.3		4.3* 13* 4.3		4.2* 12* 4.3									
	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
		7,040 8.2		24,220 28.2													
W E E K 2	CBS TV	FOR OUR TIMES (SUS)		CBS NFL TODAY		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES(~) MULTI-SEGMENT TELECAST											
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
		5,070 5.9 18 5.4		10,570 12.3 30 9.6		10.2* 28* 10.9		11.3* 29* 11.1		11.6* 28* 12.2		12.6* 30* 12.4					
W E E K 2	NBC TV	{		{		{		{		{		{		{		{	
		3,010 3.5		6,010 7.0		25,250 29.4											
	ABC TV	THIS WEEK-DAVID BRINKLEY															

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
1	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
2	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
2	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
2	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
2	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC ABC NEWSBRIEF-MON		8.58- 8.59PM	8.45	10,480	12.2	10,480	12.2	19	12.2		9,110	10.6	9,110	10.6	16	10.6	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.24AM	9.00	31,010	36.1	15,200	17.7	30			29,890	34.8	15,460	18.0	28		
	2	9.00-11.49PM	-GRID														
		11.00							17.9							17.5	
		11.15					17.4*	30*	16.9					17.0*	30*	16.6	
		11.30							17.3							16.3	
		11.45					17.0*	35*	16.7					15.9*	33*	14.4	
		12.00							16.6								
		12.15					16.2*	39*	15.7								
ABC ABC BUSINESS BRIEF-MON	1	10.45-10.46PM	10.45	12,370	14.4	12,370	14.4	23	14.4								
CBS AMERICAN PORTRAIT SUS(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE	1	9.57- 9.59PM	9.45	10,650	12.4	10,310	12.0	18	12.0		11,170	13.0	11,170	13.0	19	13.0	
	2	9.58- 9.59PM	9.45								14,690	17.1	12,370	14.4	23		
NBC AMER. LEAGUE CHAMP PRE 1(S)	2	8.00- 8.26PM	-GRID													14.8	
			8.15														
NBC AMER. LEAGUE CHAMP GM 1(S)	2	8.26-11.03PM	-GRID								27,920	32.5	14,600	17.0	26		
			11.00													13.1	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	11,850	13.8	11,850	13.8	21	13.8		11,850	13.8	11,850	13.8	21	13.8	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	15,550	18.1	15,550	18.1	27	18.1		15,720	18.3	15,720	18.3	28	18.3	
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45														
NBC NAT'L LEAGUE CHAMP PRE 1(S)	2	8.00- 8.24PM	-GRID								14,690	17.1	12,370	14.4	24		
			8.15													14.9	
NBC NAT'L LEAGUE CHAMP GM 1(S)	2	8.24-11.15PM	-GRID								30,410	35.4	16,150	18.8	29		
			11.00											18.2*	31*	18.2	
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	7,900	9.2	7,900	9.2	14	9.2		8,760	10.2	8,760	10.2	16	10.2	
NBC NAT'L LEAGUE CHAMP GM 2(S)	2	8.30-11.05PM	-GRID								34,020	39.6	15,980	18.6	30		
	2	11.11-11.51PM															
		11.00														15.7	
		11.15												14.8*	27*	14.2	
		11.30														14.3	
		11.45												13.4*	28*	11.3	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.40- 8.41PM	8.30	11,000	12.8	11,000	12.8	21	12.8		9,790	11.4	9,790	11.4	19	11.4	
	2	8.41- 8.42PM	8.30								8,850	10.3	8,850	10.3	17	10.3	
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	7,220	8.4	7,220	8.4	13	8.4								
CBS AMERICAN PORTRAIT-SUS(SUS)		8.58- 8.59PM	8.45														
NBC AMER. LEAGUE CHAMP GM 3(S)	2	8.17-11.14PM	-GRID								27,320	31.8	13,490	15.7	27		
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2										
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING FRIDAY-CONT'D																			
NBC AMER. LEAGUE CHAMP GM 3(S)-CONT'D																			
NBC AMER. LEAGUE CHAMP PRE 3(S)				2	8.00- 8.12PM	-GRID						8,850	10.3	9,190	10.7	20	19.2*	34*	19.2
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT					8.58- 8.59PM	8.45	6,610	7.7	6,610	7.7	13	7.7	9,710	11.3	9,710	11.3	19	11.3	
ABC ABC NEWSBRIEF-SAT.					9.58- 9.59PM	9.45	7,300	8.5	7,300	8.5	15	8.5	12,280	14.3	12,280	14.3	24	14.3	
CBS SPORTSBREAK-SAT					8.58- 8.59PM	8.45	8,850	10.3	8,850	10.3	18	10.3	13,920	16.2	13,920	16.2	28	16.2	
CBS NEWSBREAK-SAT.				2	9.53- 9.54PM	9.45													
				1	10.04-10.05PM	10.00	8,930	10.4	8,930	10.4	18	10.4	10,910	12.7	10,910	12.7	21	12.7	
NBC AMER. LEAGUE CHAMP PRE 4(S)				2	8.00- 8.13PM	-GRID						9,020	10.5	9,020	10.5	20			
NBC NBC NEWS DIGEST-SAT				2	8.11- 8.12PM	8.00						8,680	10.1	8,680	10.1	19	10.1		
				1	8.58- 8.59PM	8.45	12,540	14.6	12,540	14.6	25	14.6							
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN				1	8.36- 8.37PM	8.30	9,880	11.5	9,880	11.5	17	11.5	9,960	11.6	9,960	11.6	17	11.6	
				2	8.34- 8.35PM	8.30						14,090	16.4	14,090	16.4	24	16.4		
ABC ABC NEWSBRIEF-SUN.				2	9.53- 9.54PM	9.45													
				1	10.45-10.46PM	10.45	12,460	14.5	12,460	14.5	23	14.5							
OTHER PROGRAMS																			
CBS CBS NFL FOOTBALL GAME 2				2	4.27- 7.18PM	-GRID						22,330	26.0	10,310	12.0	25			
					7.00										14.6*	27*	14.8		
					7.15												2.2		
					7.30												<<		
					8.00												<<		
CBS 60 MINUTES				2	7.11- 8.11PM	-GRID						28,350	33.0	18,730	21.8	36			
					8.00										25.6*	40*	25.6		
CBS MURDER, SHE WROTE				2	8.11- 9.11PM	-GRID						26,890	31.3	21,390	24.9	37			
					9.00										25.9*	37*	25.9		
CBS SPORTSBREAK-SUN				1	8.58- 8.59PM	8.45	16,410	19.1	16,410	19.1	28	19.1	21,050	24.5	16,840	19.6	29		
CBS CRAZY LIKE A FOX				2	9.11-10.11PM	-GRID									19.5*	29*	19.5		
					10.00							18,470	21.5	18,470	21.5	31	21.5		
CBS SPORTSBREAK-SUN				2	9.09- 9.10PM	9.00													
CBS NEWSBREAK-SUN.				1	9.58- 9.59PM	9.45	11,940	13.9	11,940	13.9	20	13.9	12,110	14.1	12,110	14.1	21	14.1	
				2	10.09-10.10PM	10.00						18,900	22.0	13,830	16.1	26			
CBS TRAPPER JOHN, M.D.				2	10.11-11.11PM	-GRID									16.9*	32*	16.9		
					11.00														
CBS NFL FOOTBALL GAME 2-NBC				1	4.23- 7.16PM	-GRID	26,710	31.1	12,370	14.4	31								
					7.00														
					7.15														
					7.30														
CBS AMER. LEAGUE CHAMP GM 5(S)				2	4.30- 7.06PM	-GRID						22,760	26.5	11,080	12.9	27			
					7.00										12.8*	24*	12.8		
CBS NAT'L LEAGUE CHAMP PRE 4(S)				2	8.00- 8.12PM	-GRID						11,170	13.0	11,250	13.1	22			
CBS NBC NEWS DIGEST-SUN				2	8.10- 8.11PM	8.00						11,600	13.5	11,600	13.5	22	13.5		
CONT'D																			



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING SUNDAY-CONT'D																	
NBC NBC NEWS DIGEST-SUN-CONT'D	1	8.58- 8.59PM	8.45	11,000	12.8	11,000	12.8	18	12.8								
NBC NBC NEWS DIGEST-2-SUN.	1	9.53- 9.54PM	9.45	14,860	17.3	14,860	17.3	25	17.3								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	5,330	6.2	4,120	4.8	13	5.4 4.3 3.6	TU-F TU-F THU.	7,650	8.9	6,010	7.0	19 19* 19*	7.5 6.8 4.6	TU-F TU-F W & F
ABC ABC NEWS:NIGHTLINE TUE(B)	1	12.00-12.11AM	12.00	2,490	2.9	2,580	3.0	11	3.0	TUE.							
ABC ABC NEWS:NIGHTLINE-TH(B)	2	12.00-12.14AM	12.00								6,870	8.0	6,610	7.7	24	7.7	THU.
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30	1,200	1.4	1,030	1.2	5	1.3 1.1 1.2	TU-F TU-F TUTHF	1,370	1.6	1,120	1.3	6	1.7 1.4 1.1	TU-F TU-F TU-F
ABC ABC NEWS:NIGHTLINE-MON	2	12.28- 1.10AM	12.15 12.30 12.45 1.00								6,100	7.1	4,810	5.6	25	6.5 6.3 5.5 4.4	MON. MON. MON. MON.
ABC ABC SPECIAL REPORT-12:25A(SUS)	2	12.25-12.38AM	12.15														THU.
ABC ABC NEWS:NIGHTLINE-MON	1	1.07- 1.37AM	1.00 1.15	4,300	5.0	3,520	4.1	22	4.5 4.1	MON. MON.							
			1.30						3.8	MON.							
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	11,080	12.9	11,080	12.9	19	12.9	TU&TH	12,890	15.0	12,890	15.0	22	15.0	MTUTH
CBS NEWSBREAK-M-F		>	9.45	12,630	14.7	12,630	14.7	22	14.7	M-F	12,200	14.2	12,280	14.3	22	14.1	M-F
CBS CBS LATE NIGHT I		>	11.30 11.45 12.00 12.15 12.30	6,960	8.1	4,640	5.4 5.7*	18 16*	5.9 5.4 5.3 5.0 5.0	M-F M-F M-F M-F M-F	6,610	7.7	4,380	5.1 5.5*	16 15*	5.7 5.3 5.1 4.7 4.4	M-F M-F M-F M-F M-F
CBS CBS LATE NIGHT II		>	12.30 12.45 1.00 1.15	3,950	4.6	3,010	3.5 3.7*	19 18*	3.9 3.5 3.4 3.3	M-F M-F M-F M-F	3,440	4.0	2,490	2.9 3.3*	16 16*	3.5 3.1 2.7 2.4	M-F M-F M-F M-F
		VARIOUS TIMES (SUS)															
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00 2.15	1,290	1.5	1,120	1.3	14	1.4 1.2	M-THSU M-THSU	1,030	1.2	860	1.0	11	1.1 1.0	M-THSU M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30 2.45	1,290	1.5	1,120	1.3	17	1.4 1.3	M-THSU M-THSU	1,030	1.2	940	1.1	15	1.1 1.1	M-THSU M-THSU
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00	1,980	2.3	940	1.1 1.3* 1.2 1.2* 1.3 1.2 1.2 1.2 1.1	22 20* 20 23* 20 26* 26 27* 27	1.4 1.3 1.2 1.1 1.3 1.2 1.2 1.2 1.1	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU	1,800	2.1	860	1.0 1.2* 1.1 1.1* 1.0 1.0 1.0 1.0 1.0	21 20* 20 22* 20 23* 23 24* 24	1.2 1.2 1.1 1.0 1.0 1.0 1.0 1.0 1.0	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
CBS CBS NEWS NIGHTWATCH-3-CONT'D			5.15					1.0* 24*	1.0	M-THSU				.9* 22*	.9	M-THSU	
			5.30						1.0	M-THSU					.9	M-THSU	
			5.45					.9* 20*	.9	M-THSU				.8* 18*	.8	M-THSU	
NBC NBC NEWS DIGEST-M-F	2	>	8.00								13,140 15.3	13,140 15.3	25	12.0	M-F		
	1	>	8.30											25.8	M & TH		
			8.45	11,600 13.5		11,600 13.5	20		14.2	M-F					15.0	M & TH	
			9.00						10.9	FRI.							
NBC NBC NEWS DIGEST-2-M-F	1	>	9.30	9,790 11.4		9,790 11.4	17		10.4	MWF							
			9.45						11.4	W & F							
			10.00						12.4	MON.							
NBC DAVID LETTERMAN SPECIAL(S)	1	11.30-12.30AM	11.30	7,130 8.3		4,470 5.2	15		6.4	MON.							
			11.45					6.2* 16*	6.0	MON.							
			12.00						4.7	MON.							
			12.15					4.3* 14*	3.9	MON.							
NBC TONIGHT SHOW	1	11.30-12.30AM	11.30	10,390 12.1		6,610 7.7	23		8.8	TU-F							
	2	>	11.30								8,760 10.2	5,150	6.0 21	7.6	MTUWF		
			11.45					8.4* 23*	8.1	TU-F				6.8* 19*	6.5	MTUWF	
			12.00						7.5	TU-F					6.5	MTUWF	
			12.15					6.9* 24*	6.4	TU-F				6.1* 21*	5.7	MTUWF	
			12.30											5.0	MTUWF		
NBC DAVID LETTERMAN I	1	12.30- 1.00AM	12.45											4.9* 21*	4.5	MTUWF	
	2	>	12.30	3,870 4.5		3,180 3.7	18		3.9	M-TH							
			12.45						3.4	M-TH							
			1.00								3,350 3.9	2,830 3.3	17	3.8	M-TH		
			1.15											3.4	M-TH		
NBC FRIDAY NIGHT VIDEOS	1	12.30- 2.00AM	12.30	6,360 7.4		2,830 3.3	15		5.4	FRI.							
	2	12.46- 2.16AM	12.45					4.7* 18*	4.0	FRI.							
			1.00						3.5	FRI.							
			1.15					3.1* 15*	2.6	FRI.							
			1.30						2.4	FRI.							
			1.45					2.2* 13*	2.1	FRI.							
			2.00														
			2.15														
NBC DAVID LETTERMAN II	1	1.00- 1.30AM	1.00	2,830 3.3		2,410 2.8	18		3.0	M-TH							
	2	>	1.00														
			1.15						2.5	M-TH							
			1.30								2,410 2.8	1,980 2.3	16	2.7	M-TH		
			1.45											2.3	M-TH		
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,800 2.1		1,720 2.0	22		2.0	M-F							
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,150 2.5		1,890 2.2	17		2.2	M-F							
ABC ABC SPECIAL REPORT-12:24P(SUS)	2	12.24-12.43PM	12.15														
ABC ABC DAYTIME NEWSBRIEF-M-F		>	2.45	6,610 7.7		6,440 7.5	28		7.6	M-F							
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00														
			4.15														
CONT'D																	
														6.9* 21*	7.0	WED.	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY MONDAY-FRIDAY-CONT'D															
ABC ABC AFTERSCHOOL SPECIAL(S)-CONT'D															
			4.30												
			4.45												
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,630	1.9	1,200	1.4	15	1.3 M-F	1,630	1.9	1,290	1.5	16	7.3* 22* WED.
			6.45						1.6 M-F						8.1 WED.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,670	6.6	5,410	6.3	27	6.3 M-F	5,760	6.7	5,500	6.4	27	1.3 M-F
CBS YOUNG AND RESTLESS-FR(B)	2	12.54- 1.13PM	12.45							1.7 M-F					6.4 M-F
			1.00							4,300	5.0	4,120	4.8	18	4.9 FRI.
CBS NEWSBREAK-3.44	1	>	3.30	5,760	6.7	5,760	6.7	22	6.6 M-F						4.8 FRI.
			3.45						6.7 M-F						
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,720	5.5	4,720	5.5	18	5.5 MWF	4,550	5.3	4,550	5.3	18	5.3 MWF
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45												THU.
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45												THU.
CBS NEWSBREAK-3.44	2	3.45- 3.46PM	3.45												TUE.
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,410	2.8	1,720	2.0	17	1.6 M-F	5,410	6.3	5,410	6.3	21	6.3 M-F
			6.45						2.4 M-F	2,490	2.9	1,890	2.2	18	1.8 M-F
NBC NBC NEWS SPCL RPT-12.24FR(SUS)	2	12.24-12.43PM	12.15												2.6 M-F
NBC ANOTHER WORLD-WED.(B)	2	2.00- 3.00PM	2.00							4,380	5.1	3,090	3.6	14	4.1 FRI.
															WED.
			2.15												4.1 WED.
			2.30												3.1 WED.
			2.45												3.1 WED.
NBC NBC NEWS DIGEST-DAYTIM(B)	2	2.57- 2.58PM	2.45							3,010	3.5	3,010	3.5	13	3.5 WED.
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,610	4.2	3,610	4.2	15	4.2 MWF	3,520	4.1	3,520	4.1	15	4.1 M & F
NBC AMER. LEAGUE CHAMP GM 2(S)	2	3.00- 6.49PM	3.00							19,160	22.3	6,870	8.0	22	4.5 WED.
			3.15												4.5 WED.
			3.30												4.8 WED.
			3.45												5.2* 17* WED.
			4.00												7.1 WED.
			4.15												7.3* 23* WED.
			4.30												7.4 WED.
			4.45												7.4 WED.
			5.00												7.7* 23* WED.
			5.15												7.9 WED.
			5.30												8.5 WED.
			5.45												8.5 WED.
			6.00												9.1 WED.
			6.15												9.5* 23* WED.
			6.30												9.9 WED.
			6.45												10.6 WED.
NBC NBC NIGHTLY NEWS-WED.(B)	2	6.49- 7.00PM	6.45												11.2 WED.
															12.4 WED.
															12.1* 24* WED.
DAY SATURDAY										6,870	8.0	6,790	7.9	15	7.9 WED.
ABC ABC FUN FIT-10:25AM		10.25-10.29AM	10.15	4,210	4.9	3,610	4.2	16	4.2	3,780	4.4	3,260	3.8	14	3.8
ABC ABC FUN FIT-11:25AM		11.25-11.29AM	11.15	3,780	4.4	3,010	3.5	13	3.5	4,900	5.7	4,300	5.0	17	5.0
ABC CFA COLLEGE FOOTBALL-PRE	1	3.00- 3.26PM	-GRID	3,260	3.8	2,410	2.8	9							
CONT'D															

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			HOUSEHOLDS (000)
DAY SATURDAY-CONT'D																		
ABC CFA COLLEGE FOOTBALL-PRE-CONT'D				2	3.00- 3.24PM	-GRID 3.15				2.8		3,010	3.5	2,410	2.8	8	3.1	
ABC CFA COLLEGE FOOTBALL GAME				2	3.24- 6.39PM	-GRID 6.30						17,270	20.1	6,440	7.5	20	9.1	
CBS IN THE NEWS- 8.26AM				2	8.26- 8.29AM	8.15						4,380	5.1	3,950	4.6	26	4.6	
CBS IN THE NEWS- 8.26AM-SUS(SUS)				1	8.26- 8.29AM	8.15												
CBS IN THE NEWS- 8.56AM				2	8.56- 8.59AM	8.45						4,040	4.7	3,610	4.2	20	4.2	
CBS IN THE NEWS- 8.56AM-SUS(SUS)				1	8.56- 8.59AM	8.45												
CBS IN THE NEWS-11.56AM					11.56-11.59AM	11.45	3,780	4.4	3,520	4.1	15	4.1	3,010	3.5	2,920	3.4	12	3.4
CBS IN THE NEWS-12.26PM					12.26-12.29PM	12.15	3,260	3.8	3,090	3.6	13	3.6	3,260	3.8	3,010	3.5	12	3.5
CBS IN THE NEWS-12.56PM					12.56-12.59PM	12.45	3,090	3.6	2,920	3.4	11	3.4	3,610	4.2	3,520	4.1	13	4.1
CBS IN THE NEWS- 1.26PM					1.26- 1.29PM	1.15	2,410	2.8	2,320	2.7	9	2.7	3,610	4.2	3,520	4.1	12	4.1
CBS CBS COLLEGE FOOTBALL				2	2.36- 5.42PM	-GRID 5.30						11,850	13.8	3,610	4.2	12	4.7	
CBS CBS COLLEGE FOOTBALL PRE				1	2.30- 2.36PM	2.30	4,550	5.3	3,690	4.3	13	4.2	3,520	4.1	2,830	3.3	10	3.3
				2	2.30- 2.37PM	2.30						3,010	3.5	2,920	3.4	21	3.4	
NBC ONE TO GROW ON-8:28AM					8.28- 8.30AM	8.15	3,440	4.0	3,260	3.8	22	3.8						